

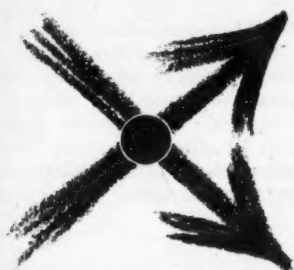
ELECTRICAL
MERCHANDISING WEEK

FEBRUARY 27, 1961

A MCGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL 93 NO 9

BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

TV Forecast: Unsettled But Not Really Stormy



INVENTORY AND PRODUCTION WERE DOWN. Just about everyone was happy with the inventory situation (estimated total: 1.7 million units at the end of January) which was down at all levels from last year. After six weeks, production was beginning to creep up, was off only 26.49% compared to a 31.52% dip in January.



RETAIL SALES DROPPED SHARPLY last month to an estimated 403,000 units, a dip of 30% from January, 1960. Only portables were running ahead of last year and they were up fractionally. But manufacturers were convinced that unusually poor weather in January, particularly on the snow-laden eastern seaboard, had great impact.



THE OUTLOOK IS STILL UNCERTAIN. Although no one in the industry was talking about a Swinging '61, first month results did not give rise to deep pessimism. Manufacturers felt they were in good shape to take advantage of any possible economic upturn because of (1) careful production control and (2) safe inventory situation.

For a complete look at the television picture, see page 8.

Are air conditioners moving? In some areas, yes. For a complete rundown of prospects for the year.....**see page 2**

Why all the confusion over purifiers? Too many kinds of units, too many newcomers and too few standards....**see page 6**

How are Japanese imports going? Up in '60 and will rise again in '61, says Mc-Graw-Hill's Tokyo Bureau.....**see page 8**

What's new? There's a new look in cabinets. Pictures and specifications in this week's New Products Section.....**see page 23**

How's business? Answer for nine products, 26 key markets is compiled exclusively for EM Week readers.....**see page 29**

WORLD NEWS ROUND-UP

BONN—U. S. PRESSURE SUNK GERMANY'S plans to export radio, TV and tires to Jordan, the German Near and Middle East Assn. has claimed. At issue is the Jordan government's blocking of import licenses for German consumer goods. The association charged Jordan took the action because U. S. requested trade preference in return for \$40 million in annual aid to Jordan. ■

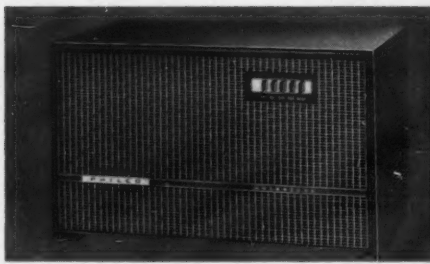
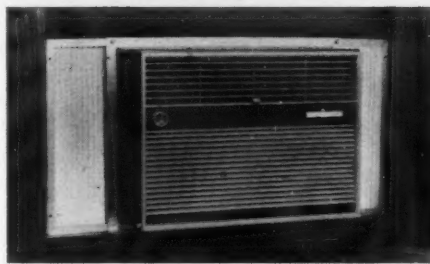
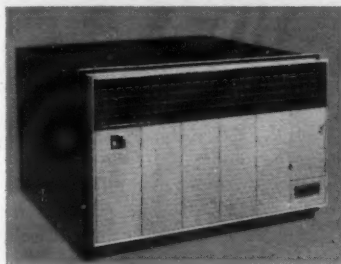
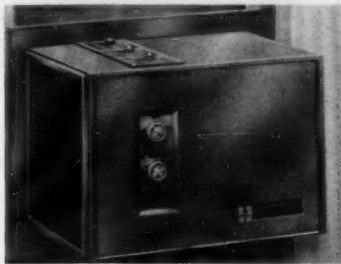
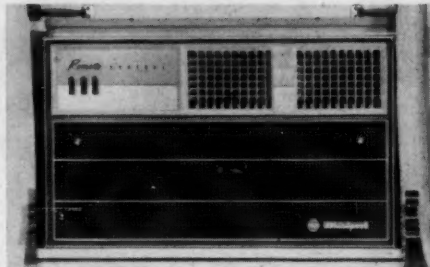
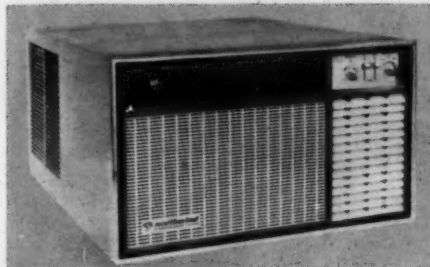
TEL-AVIV—AMCOR CO. WILL SPEND \$2 MILLION to expand in Israel. It controls seven Israeli plants making refrigerators, radios and air conditioners. Expansion will allow the company to produce shavers, mixers, vacuums, other goods. ■

LONDON—CHANGES IN INSTALLMENT BUYING LAWS have been blamed for an abrupt drop in domestic appliance sales. Appliance manufacturers said the drop in late 1960 was due as much to the removal of credit restrictions in October, 1958, as to their reimposition in April, 1960. Lifting credit restrictions last year, the British Electrical and Allied Manufacturers' Assn. said, allowed foreign concerns to get important footholds in the market. Appliance imports rose from \$14.28 million in 1958 to \$33.32 million in 1959, after credit controls were liberalized. ■

TOKYO—TOKYO SHIBAURA ELECTRIC IS EXPANDING to manufacture refrigerators and, eventually, air conditioners in a new plant at Osaka. The production line will be rolling in the summer. A second transistor works is nearing completion at Komukai, home of the largest semi-conductor plant in the world (transistors and rectifiers). Toshiba's older semi-conductor plant at Komukai will be converted for new product development and for the manufacture of specialized items. ■

MILAN—EXPANSION FOR THE COMMON MARKET in Europe was given as the reason for the purchase by International General Electric Co. of Compagnia Generale di Elettricità, Milan manufacturer of a wide range of electrical products, including appliances. The company was purchased from Fiat after announcing plans for large-scale expansion. ■

SYDNEY, AUSTRALIA—ELECTRICAL BOOM IS UNDERWAY in Australia, according to a survey by the "Sydney Morning Herald." During 1960, the electrical goods industry's increase was "2½ times that experienced by secondary industry in Australia as a whole." The survey placed Australia among the world's top 10 consumers of electricity and noted that per capita ownership of domestic electrical appliances is now second only to the United States. RCA, Westinghouse, Admiral, Sylvania, Remington Rand, Singer and Sunbeam are among American manufacturers operating "down under." ■



Room Units: Here's What To Expect

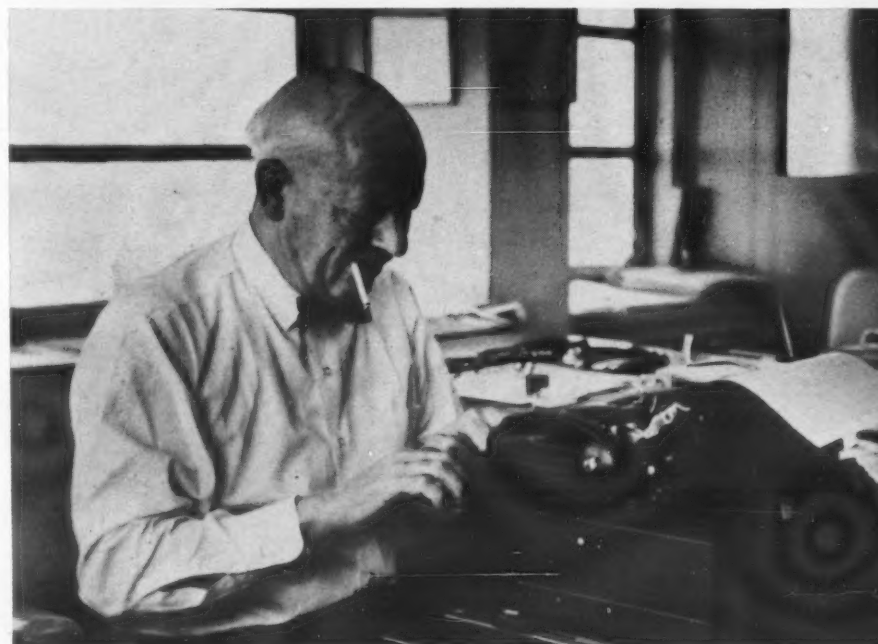
With the first drip, drip, drip of melting slush last week, white goods men gazed into their crystal balls for a view of the fast-approaching air conditioner selling season. Here's what they saw:

SHIPMENTS so far have been healthy, with manufacturers sending out units at a rate equal to 1960's. And average five-week sales for distributors hit 14,900, matching exactly 1960's figure of 14,879.

INVENTORY was muddled going into the model year. End-of-December figures show factory warehouses held some 365,000 units; distributors and districts, about 391,000. Best guess says there were 200,000 pieces at retail. That would give us a grand total of 950,000 to a million units in the pipes.

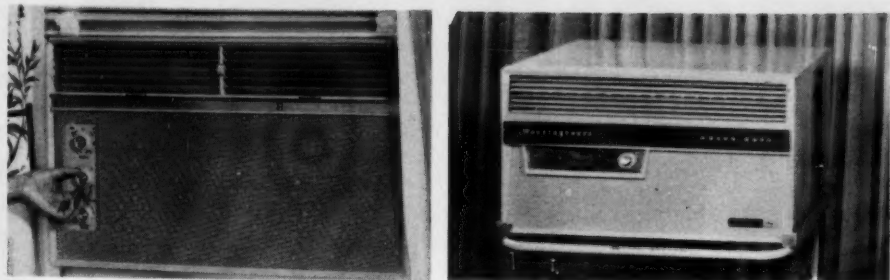
ARTS MENAGERS 2 et 3 mars : Les acheteurs in
Une « maison des jeunes » préfabr

"PARIS MATCH," France's "Life"-like magazine, proclaims Household Arts Show, saying



ELECTRICAL MERCHANDISING WEEK

MARKET REPORTS



What have we now? Westinghouse's Jack Moffitt says 150,000 more than we should have. Chrysler-Airtemp's Thomas Kirby says inventory is "not alarming." Welbilt's Emanuel Miller says 10% high. Emerson's Stanley Abrams said, "not enough to be a depressing factor price-wise."

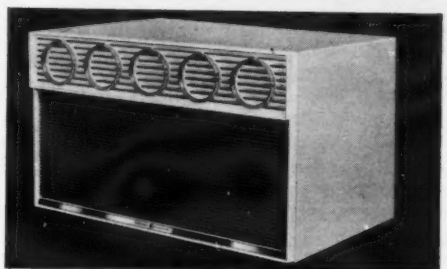
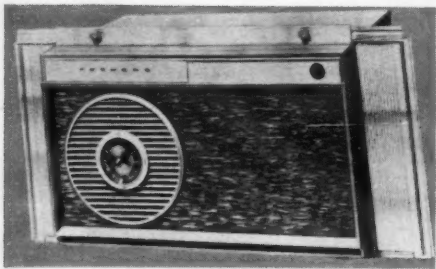
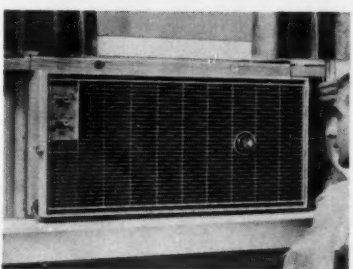
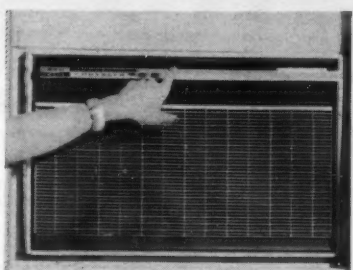
If inventory is not alarmingly high, where did it go? Welbilt's Miller and Philco's James Black had this theory: It channeled back through distribution to special markets, such as builders and hotel-motel business.

HOT PRODUCT AND PRICE guesses ran the gamut, every man was pushing his baby.

Right now, biggest retail movement in 1961 goods is in high-capacity units, since they're going to the Southwest. Early-bird action has been scattered, coming mostly from key accounts.

Long-range action figured to be in either the high-end high-capacity units or the low-low impulse one-horse models for \$189.

How many of the 1961 models on this page can you identify? Answers on page 4.



ternationaux. Du 4 au 19 mars : Le public. Clou de l'Expo :
iquée de 17 m X 13 m. Lancée par le commissariat à la Jeunesse.

its high point will be a government-sponsored prefabricated house for the young.

Appliance 'Summit' To Hear Wray

France's big annual appliance show opens next week in a new setting and with new attractions—including an international study course at which EM WEEK Editor Laurence Wray will represent the United States.

Wray leaves today for Paris where he will be a guest of Paul Breton, commissioner general of the Salon International des Arts Menagers (The International Household Arts Show). On Friday and Saturday of this week he will be the United States spokesman at two seminars arranged to create additional interest in this year's show.

For the first time since 1923, two days have been set aside for the trade. This week's seminars coincide

with these trade days and were arranged to create additional interest in the show on the part of European retailers. Friday's seminar will be devoted to the used appliance market.

The seminars will have a truly international flavor since representatives of the English, Belgian, German, Czechoslovakian, Italian, Swiss and French appliance industries will participate with Wray. Simultaneous translation into French, English and German will be provided.

This year's show will be staged in the mammoth Palais du Centre National des Industries et des Techniques where 80,000 square meters will be available. The show will be open to the public until March 19.

EAST . . . NEW YORK CITY—With only a few exceptions, dealers in the New York metropolitan complex were not happy last week.

A warm spell which melted the residue of snot (muddy mixture of snow and soot) left over from the worst winter in history had not brought out the customers. Credit sales were down. The decline in volume across the board which began Jan. 2 was continuing.

"People were out driving or walking around at last," said Steve Sipos, Queens dealer, "but they weren't stopping in the store."

"Business stinks," said Charlie Dressner, president of Heins and Bolet on Manhattan's Appliance Row. He always says that, but this time he meant it. "If you can think of a word worse than 'recession,' use it," he yelled.

Newark, third largest city on the eastern seaboard, might soon be declared a disaster area, according to Bert Borok of Borok's Furniture and Appliance Store. Appliance sales remained off last year's mark, he said. Nevertheless, he remained optimistic, feeling that last week's pickup in his furniture business would soon spill over into appliances.

Manhattan dealer Toni Conti of White Electric agreed to remain optimistic, but couldn't pin down any predictable rise in volume.

Exceptions to the fuzzy picture were mostly in the wealthier suburbs. For instance, Sam Gordon, owner of three appliance stores in and around Madison, N. J., said his February volume will be even with last year's and March will be better. "Recession talk is hurting worse than anything," he declared.

But the outlook for most dealers here was summed up by Sipos: "We look in the mirror and tell ourselves we've just got to do better."

MIDWEST . . . DETROIT—"The only thing I'm buying in quantity is red ink." That comment from a department store spokesman summed up the business outlook from Detroit. In this area, hard hit by economic conditions, appliance sales are down approximately 25% below this same period a year ago.

At the Home Furnishings and Garden Show, one department store, and two independent dealers were the only appliance representatives. Effectiveness of the show was described by the department store spokesman: "A few direct sales kept us from dropping lower than 20% compared to a year ago." Hal Gordon, manager of Star Furniture, stated, "Traffic and sales have both improved since our exhibit. However, I think it's too early to attribute a definite increase. It will be another couple of months before we're sure of how many direct sales the show produced. Refrigerators, automatic washers and dryers are our steady movers. Freezers and dishwashers present the other side of the picture—they're just not selling at all."

Bruno Appliance was the third exhibitor. J. C. Caruso, manager, also commented on the traffic increase, but could not ascribe a specific increase in sales. "Automatic washers and dryers are still moving at a steady pace, and console TVs remain

on the buying list. Customers aren't showing interest in anything else. I haven't any figures to substantiate it, but I know our present sales are down compared to a year ago."

WEST . . . SALT LAKE CITY—What effect are the pessimistic statements about the state of the economy having on electrical merchandising?

C. L. Horne, assistant manager of the appliance department at The Paris Co., Salt Lake department store, believes none to date.

But he warned that "buying is really psychological" at the time. For instance, Paris appliances sales in January were up 10% over the same month in 1960 when Utah was affected by steel and copper strikes.

Yet the first two weeks of February were nominal. At same time, Horne pointed out that deposits by the public in banks and their investments in shares of area savings and loan associations were at an all-time high.

"The money's there. Our problem is to get people to spend it on appliances. They won't spend it if they fear we are going into a depression. All this talk from Washington isn't helping anyone—including the unemployed."

Horne said that buying during December and January was in white goods—up substantially over the levels of a year ago. People seemed to prefer the more utilitarian products, to TV or stereo, although sales in these lines improved later in January.

Briant G. Badger, proprietor of Bradley-Badger, believes the next couple of months may be unduly competitive, although 1961 will likely end up better than 1960. He definitely doesn't think the U. S. is headed for anything remotely resembling a major depression. His January appliance business was up over January a year ago.

A major warehouse sale backed by an aggressive advertising program in local newspapers were the major reasons, Badger said. Unit profits were sliced to attain big volume which, in turn, produced a better January net.

In light of this, the experience of C. W. Gilner, one of the city's oldest appliance dealers, may have been atypical. Gilner's sales of radio and TV were off as much as 45%, although January was virtually without any snow in northern Utah.

Gilner, who is director of the retail chapter of the Inter-Mountain Electrical Assn., said he is going to keep inventory low in 1961—just as he did during most of 1960.

"We have found that when we buy in large quantity, we lose the small amount of concession because of the markdowns we have to make eventually to move inventory. Also, we're being affected at times by price reductions made in white goods on middle-of-the-line items."

Gilner is convinced that there will be a "terrific fight for business among the major electrical appliance companies in 1961. This certainly will affect the retail dealer. Many of the appliance dealers of the nation already feel that some of the big manufacturers have become artists at giving away our profits," he commented.

AHEAD IN THE NEWS

HOW SCIENTIFIC CAN THIS BUSINESS GET? Now manufacturers can keep tabs on their own and competition's retail sales in any or all of 47 appliance-radio-TV-housewares product categories—by model, by region, by type of outlet. It's all part of a new retail sales auditing service, offered by Audits & Surveys Co., New York. Service comes expensive—but A & S won't say just how much, since price depends on the size of the package. ■

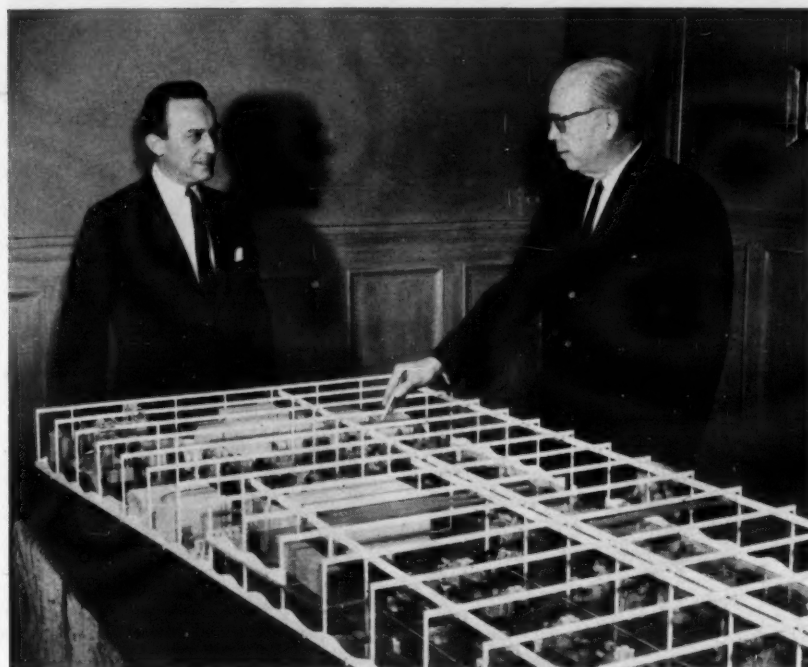
PEEVED OVER COIN-OP DRY CLEANER CLAIMS, a Westport, Conn., cleaner has gone coin-ops one better, offering to clean nine pounds—coin-ops do eight—for \$1.50. One thing, though: pressing isn't included. ■

A MARKET DOMINATED BY MONSTER DISCOUNTERS. That's the future, seen through the eyes of Stephen Masters, president of the Masters chain. His reasoning: Some 3,000 discount stores in the U. S. did a volume last year of well over \$5 billion. (More than a third of all appliance sales were through discount outlets.) To compete, "orthodox" department stores will have to go discount. And they'll do it by buying existing discount houses, merging with others. "Certain to emerge is a number of huge discount department store chains with retail sales of half a billion, and yes, even a billion dollars a year." ■

APPLIANCES AND TV ARE HOLDING THEIR OWN in discount stores, according to the National Assn. of Consumer Organizations, meeting last week in New Orleans. In 14 new member-stores opened last year, space allocated for appliances-TV was about the same in relation to older stores. NACO represents 19 members with 40 stores in the nation. ■

TWO UTILITY COMPANIES TIED FOR FIRST PLACE in their class (more than 250,000 meters) in the "Look" magazine residential wiring awards competition. Tied in the seventh annual contest were Alabama Power Co. and Pennsylvania Power and Light Co. Other winners of "Look" awards: Utilities under 250,000 meters, Dayton Power and Light Co.; electrical leagues' wiring bureaus, Electric Institute of Washington, D. C.; electrical contractors' sales promotions, R. S. Electric Co., Milwaukee; merchandising achievement by distributors, Farrell-Argast Co., Indianapolis. ■

ROOM UNIT GUESSING GAME ANSWERS, for pictures on pages 2 and 3: Beginning upper left and going clockwise: Emerson Electric, Whirlpool, Frigidaire, Westinghouse, Gibson, Chrysler-Airtemp, Admiral, G-E, Fedders, Philco, Carrier, Coolerator, York, Emerson Radio. ■



**HOOVER DOUBLES
PLANT'S SIZE**

C. G. Troxler, right, vice president of production, points out to Hoover President H. W. Hoover Jr. model of \$2 million addition in North Canton, Ohio.

ZENITH IN COLOR: Time Is Ripe, Truesdell Tells EM Week

RCA Victor's lightly populated color TV bandwagon got a big push forward last week when the Zenith Radio Corp. climbed aboard.

The details of Zenith's move were still not settled, but here's what EM WEEK learned in an exclusive interview with Leonard C. Truesdell, president of Zenith Sales Corp.

The color sets won't necessarily be part of Zenith's 1962 line—traditionally introduced in June—but the company has promised delivery in the fall.

Although final details weren't clear, Truesdell explained that Zenith was making the announcement now "because we had a set ready to take to the consumer."

Zenith has spent several million dollars in research on color and Truesdell apparently expects no whirlwind investment recovery.

"We don't think we're going to get our past engineering costs out of it in the next two years," he said, "but we are going in on a solid business basis."

Prices on the new line are still up in the air, although consoles will probably retail for more than \$600.

"I can say," explained Truesdell, "that we are not going into business with loss leader merchandise, but just what steps or prices we'll offer, I can't frankly tell you now."

Zenith will use its own chassis, but has not fully made up its mind on the color tube. The Rauland Corp., company tube division, is working on a color tube, but there's still a chance Zenith will use RCA Victor's. In any event, Zenith will utilize a three-gun shadow mask picture tube for its set.

Technical details and styling features of the new color line won't be announced until they are introduced in production quantities to Zenith distributors and dealers.

But this much is known: Unlike the RCA sets, Zenith will use a hand-wired circuit. The chassis design will be horizontal and there'll be a

"color demodulation system" developed by Zenith which uses a tube invented by company scientists.

With Zenith's remote control unit, viewers will be able to regulate color values, too.

"I've had one in my own home for three years," Truesdell said, "and it just never occurs to us to go over and adjust the set. We have had just one service call for color in three years—when a small tube burned out."

Before entering the market, Zenith built and tested about 100 sets in the home and laboratory, according to Truesdell.

Major aim of Zenith engineers in eight years of work on color: Simplification. But since Zenith was not trying to make the cheapest on the market, explained Truesdell, the company expects to come up with a trouble-free unit. The sets are designed for "greatly increased brightness."

Marketing plans are not firm, either, but Truesdell said, "Responsible dealers who show a representative Zenith line will be able to handle color."

"We are not planning separate franchises."

Industry reaction was favorable. Color pioneer RCA, of course, was enthusiastic. Less than a year ago, Joseph Wright, president of the Zenith Corp., maintained color TV "wasn't a business yet."

Admiral, which re-entered the color field in 1959, was glad to see Zenith's move, but was content to let RCA continue the production of Admiral sets. Why? Admiral wasn't turning out enough to warrant a separate production line.

Would color take off now? That remains to be seen. Pointed out Edward Taylor, executive vice president of "colorless" Motorola: Price is still preventing color television from reaching major market proportions (1.0 million sets a year). To reduce costs, a major engineering breakthrough is still needed.

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SELL ONE OF THE BEST VALUES EVER OFFERED!

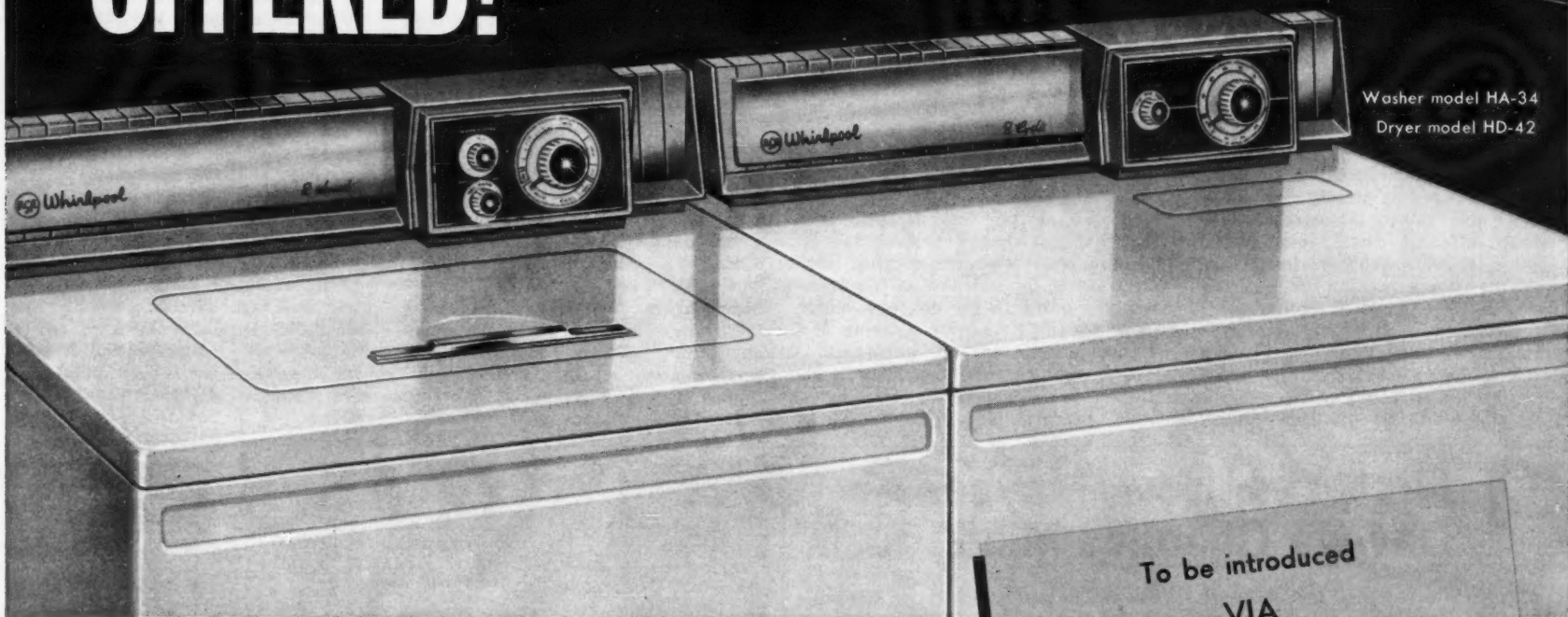
2-SPEED,
2-CYCLE
WASHER

A slower action and
shorter cycle to give
delicate fabrics a gentle,
clean washing.

A faster action and
longer cycle to chase grimy
dirt from regulars.

FILTERS OUT LINT...
to keep cleanly-washed
clothes clean and sparkling.
Also blends in detergent.

2-CYCLE,
3-TEMP DRYER...
one cycle and two
temperature settings
for regulars, the other
cycle and temperature
for wrinkle-free drying
of wash 'n wears.



Washer model HA-34
Dryer model HD-42

RCA WHIRLPOOL 2-speed, 2-cycle washer and 2-cycle, 3-temp dryer offer top-model features at new low prices

Entirely new . . . this RCA WHIRLPOOL washer and matching dryer make up one of the best pair-values ever offered! Look at the washer . . . trim, attractive and simple to use . . . with a choice of cycles and speeds for everything from dirty dungarees to delicate sheers; and the dryer that pampers clothes with tempered heat while turning out soft, fluffy regulars or wrinkle-free wash 'n wears. Now ready for introduction in nation-wide advertising . . . ready to meet the public's growing demand for top-model features at low, low prices . . . these new RCA WHIRLPOOL appliances give you something really BIG to sell, singly or in pairs!

See or call your RCA WHIRLPOOL distributor... now!

To be introduced
VIA
FULL-PAGE IN
SUNDAY SUPPLEMENTS
throughout the country.
Tie up . . . and step up your sales!



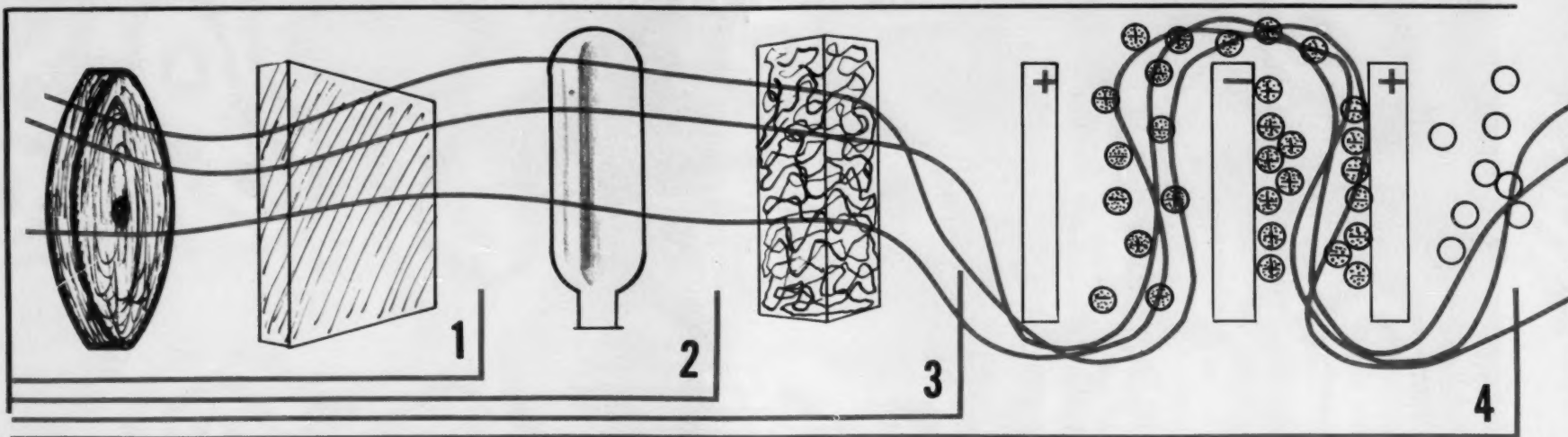
CORPORATION

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Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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FEBRUARY 27, 1961



A basic air purifier unit (1) consists of a fan and one or more filters. An ultraviolet bulb (2) adds germicidal action to the basic unit.

Some purifiers use activated charcoal filters (3) to deodorize the air. Electrostatic filters (4) act like magnets to remove dust particles from the air.

Air Purifier Industry Asks Two Questions: Who Or What Am I? Where Am I Going?

And there are no easy answers.

The variety and complexity of the products (sketched above) are two reasons why the industry is all mixed up about its future.

Nor are products the only problems. At the manufacturing level, more and more manufacturers—from different backgrounds—are trying to get a foothold in the industry. This scramble for position has further clouded the picture.

Finally, the lack of standards means that these firms are playing for big stakes without ground rules of any kind.

That's why the questions above

are important—and that's why no one has any sure-fire answers. As of last week these factors had to be taken into consideration in coming up with any answer, no matter how tentative:

What are air purifiers? Despite the fact that just about everybody in the industry has his own opinion, the air treating devices now on the market are designed to do four basic jobs: Clean the air by filtering it; deodorize the air; kill germs that travel around on dust particles; and fill the air with negative ions. Some units perform only one function,

while others might do a combination of jobs. Few units do all four jobs.

Filters are divided into two categories: Impingement and electrostatic filters. Impingement filters are coated with a sticky material and catch dust particles like flypaper catches flies. Some impingement filters can be re-used if they're washed and recoated with adhesive.

Electrostatic filters charge dust particles as they pass through or near a charged field. The charged particles are attracted to an oppositely charged collector plate like a magnet attracting metal filings.

Odors are removed from the air by passing it through an activated charcoal filter or over an ultraviolet bulb. As with an impingement filter, a charcoal filter must be cleaned periodically to insure efficient operation. There has been a good deal of debate during the past years about ultraviolet bulbs and ozone. Both the government and lamp manufacturers warn against using them for an extended period in an enclosed area.

Germicidal claims by manufactur-

ers have caused concern to the government and the American Medical Assn. Manufacturers use either chemical or ultraviolet action to combat germs in the air. Ultraviolet radiation has been employed for some time to deactivate bacteria and molds. Just how effectively it does the job depends on how far the germ is from the radiation and how long it has been exposed to it. Some manufacturers claim to kill germs trapped on their filters by chemical action. Such claims are not questioned, but it should be remembered that no air purifier is capable of stopping 100% of all the air-borne particles and, since germs ride even the smallest of dust particles, any that do get through the unit could be healthy and ready for action.

Negative ions are still rather controversial as far as their production and value are concerned. From all indications, they're supposed to be generally healthful and helpful. In any case, more manufacturers are introducing negative ion generators.

First, Yes; Now, Maybe: Davega Changes Mind

Davega Stores Corp. has changed its mind about merchandising an exclusive, full line of electric housewares—at least for the time being.

Last November, Melvin Axler, chairman of the executive committee of the 27-store eastern discount chain, said a manufacturer would be contracted to make a line of electrics for Davega that would be different in design from the maker's regular models. The items also would carry the manufacturer's name, he said at that time.

The new numbers were supposed to be in the stores by Feb. 10.

What happened? Matthew Roth, vice president in charge of retail operations, told *EM WEEK*, "The underlying motive for deferring the program until the future" (he declined to say how long the delay would be), was the availability of so many special deals and promotional electrics at the January Housewares Show. "There is no need for an exclusive Davega electrics line at this time," he stated.

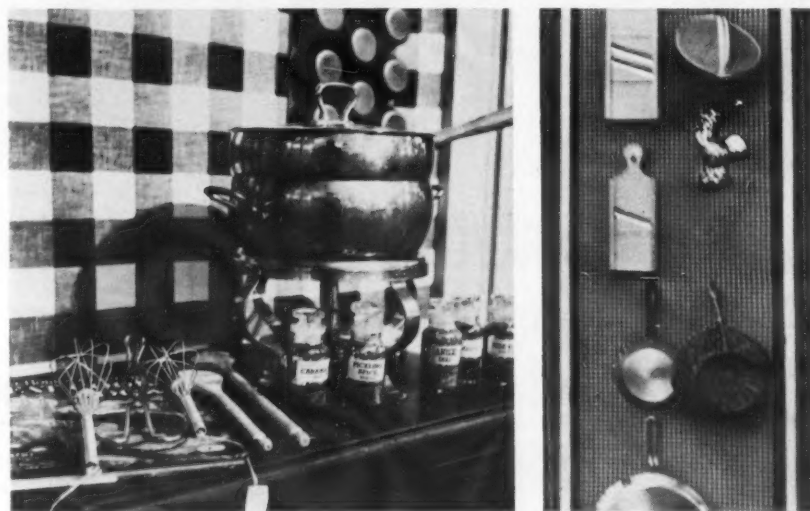
He noted that the discount chain

would continue to carry its Davega-By-Proctor private label toaster and iron, which it began selling more than a year ago. The items are manufactured by Proctor-Silex Corp.

The decision to take on an exclusive line in the first place was part of the chain's plan to increase its electrics coverage. Davega is known primarily as a retailer of major appliances, radios, TV, sporting goods and cameras.

While store management still wants to improve its electrics coverage, it now feels this can best be done by maintaining a flexible buying position and by not committing itself to an exclusive line.

One example of Davega's increased interest in electrics is its 40,000-square-foot operation opened last December in the Bay Ridge section of Brooklyn. Three thousand square feet of the store is devoted to housewares. The chain closed down a 2,000-square-foot outlet one block away from the new unit. It also increased its warehouse space from 65,000 to 80,000 square feet, with the added footage going to electrics.



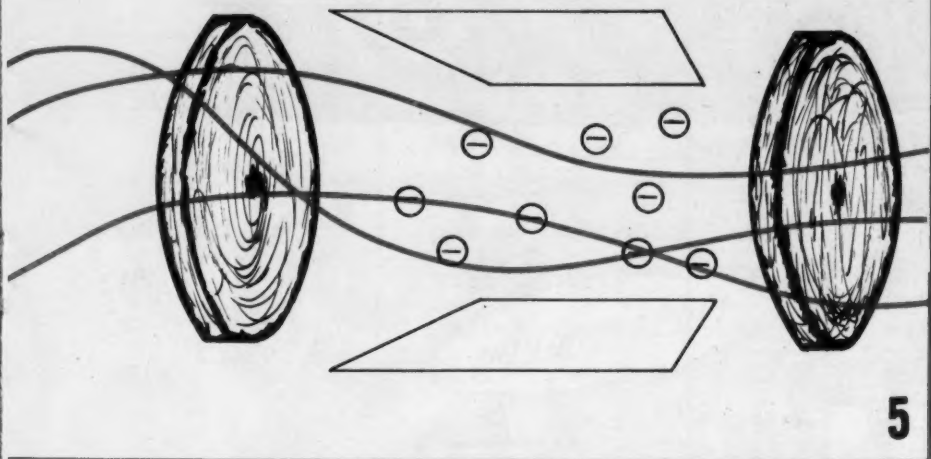
Gourmet cooking items (left) and basic housewares share elevator display space.

STERN'S GIVES HOUSEWARES A LIFT

Housewares all around. That's the view if you're waiting for an elevator on Stern's fifth floor, where the New York department store's semi-annual Housewares Fair & Sale is now in progress. Colorful displays, set between elevators and overhead, highlight the department's carnival atmosphere. The fair, which runs through March 4, is offering shoppers cooking demonstrations and prizes. Many housewares manufacturers are participating in the event.

ELECTRICAL MERCHANDISING WEEK

HOUSEWARES



Negative ion generators (5) blow negatively charged air particles into a room. They can be used alone or in combination with any of the above components.

More confusion is being caused by the growing number of manufacturers straining to get into the industry. A few years ago there were only two or three companies making purifiers. Now the number is near 70 and getting bigger.

And they're coming from all directions—electric housewares, major appliances, air conditioning, and central heating. Everyone has his own idea of what a purifier should do, what it should look like, and where it should be located.

Will standards help? Most of the purifier manufacturers that sat in on a meeting in Chicago 10 days ago agreed that "standards would be the ideal way to clean up the industry and give it some sort of direction."

But the old hands in the industry weren't so sure that standards would come soon enough to help.

"Take filters," one old-timer in the business explained. "The American Filter Institute worked for years to develop filter standards. Now that they have them, they're not accept-

able to the American Society of Heating, Refrigeration, and Air Conditioning Engineers. Imagine how hard it would be to get standards that would be acceptable to everybody who's now making purifiers. If we can't agree on standards, we'll never agree on where we're going."

But standards might not be so far away as some manufacturers think. The American Institute of Medical Climatology has been working with negative ions and now has a test laboratory for testing ion generators. Maybe standards will come from there. And NEMA announced at the Chicago meeting that it has included air purifiers within its product scope.

Are there any answers? There is one—standards. With units taking off in all directions, it's apparent that the industry will be forced—by the diversity of products alone—to set up standards. It doesn't, then the government might step in and do it instead.

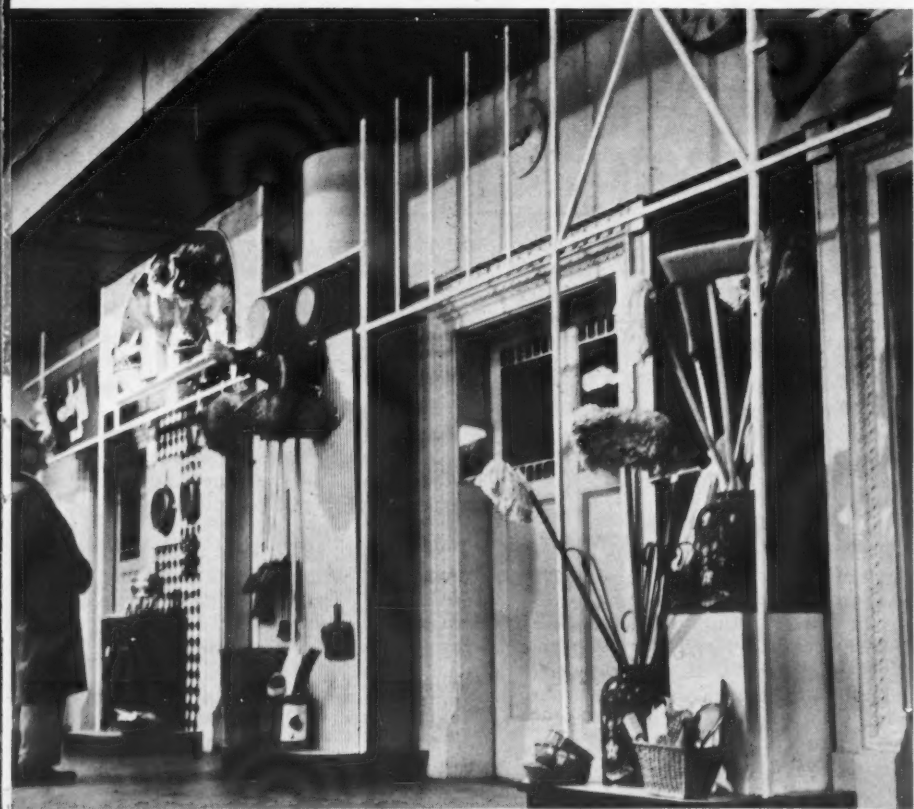
BEHIND THE SUPERMARKET SCENE: Did you ever wonder how a hot item reaches the supermarket shelf? Jack Gold, executive vice president for S. M. W. Buying Syndicate, Inc., national resident buying office for about 80 supers, was looking at a plastic and metal drinking fountain, which attaches to the sort of conventional outdoor faucet you find on the side of your house. "How much does it sell for?" he asked. "Three ninety eight," he was told. "That's too much. Mail the faucet to our agent in Japan and find out if he can knock it off for us; we'll make the whole thing in plastic. If it can be done, we'll have a winner at 88 cents retail." ■

NO BARGAIN SAYS S. KLEIN'S about price-fixed Corning Ware, which the multi-store discounter just took on in its Manhattan outlet. The store, maintaining that it could no longer ignore customer-demand for the popular line, has gone so far as to tell its shoppers they're getting no price bargain buying the cookware. A sticker on each item reads: "This item, sold for your convenience, is not S. Klein bargain-priced, because it is price-fixed by law." Corning Ware is the only price-fixed line in the store's New York housewares department. But Klein's has carried the line in its Hempstead and Westchester, N. Y., stores for some time. ■

THE RESIGNATION OF DOUGLAS POOLEY, housewares buyer for Fedway, buying arm of Fedway Stores, becomes effective around the end of March. Pooley has been with the buying office since July, 1957. His successor has not yet been appointed. ■

A THREE-DIMENSIONAL GIFT BOX holding a 50-piece, service-for-eight set of stainless steel flatware won for the International Silver Co., Meriden, Conn., a first prize in the eighth annual Installation Retailing New Product Awards competition. Ekco Products Co., Chicago, Ill., won an honorable mention in the competition for its decorated polystyrene storage case, which is designed to hold a 24-piece set of stainless steel flatware. ■

HOW TO MAKE A BUCK is still the industry's biggest headache according to Sunbeam president, R. P. Gwinn. In a letter to Sunbeam distributors, Gwinn acknowledged the problem and assured them that the company is looking for the answer. "We do not have a ready answer to this knotty problem which is beset with many legal complications," he wrote. "We can tell you that we are working on it diligently and have explored and will continue to explore many avenues with a deep hope that we will develop a practical answer to this all important problem." ■



Shopper waiting for elevator at Stern's gazes at housewares items displayed overhead.

What Japan Has Sent To The United States (CUSTOM CLEARANCE BASIS)

	Radio Receivers 3 or More Transistors		Tube Radio		Recorders & Reproducing Equipment		Radio-Phonograph		Television	
	Quantity	Value (\$)	Quantity	Value (\$)	Quantity	Value (\$)	Quantity	Value (\$)	Quantity	Value (\$)
1957 Total	641,208	5,293,978	641,208	5,291,100	1,233	109,038	1,126	7,281		
1958 Total	2,506,920	17,902,624	2,506,920	17,902,000	7,794	448,773	1,794	59,356		
1959 Total	3,990,361	57,829,176	456,580	2,552,300	41,313	1,676,584	21,045	546,596	3	200
1960 Jan.	170,983	2,554,000			2,596	129,033	1,415	33,061	1	238
Feb.	275,981	4,117,306			4,446	232,344	1,161	29,603	1	75
Mar.	215,401	3,329,935			5,424	224,682	1,276	29,286	15	1,786
Apr.	487,246	6,557,236			7,254	256,985	1,760	45,286	2	975
May	424,120	5,404,474	1960 Jan.—June Total		5,577	235,007	1,874	52,414	0	0
June	266,448	3,474,897	282,125	1,937,700	8,475	351,169	2,880	95,904	.53	4,700
July	274,599	3,414,905	59,116	456,900	8,877	408,366	2,661	85,955	5	385
Aug.	386,046	4,409,200	93,004	713,400	30,494	1,021,000	3,730	125,470	245	11,710
Sept.	443,710	5,736,830	101,393	787,000	28,824	800,000	4,612	150,500	2,305	111,111
Oct.	534,905	7,200,000	106,504	724,400	35,701	914,300	6,850	223,360	4,452	215,000
Nov.	398,892	5,300,000	126,698	907,100	31,377	853,600	5,903	217,150	3,103	149,300
Dec.	270,833	3,544,000	111,950	751,000	38,597	988,000	4,454	164,000	165	7,700
1960 Total	4,149,164	55,042,783	880,790	6,277,500	207,642	6,414,486	38,576	1,251,989	10,347	502,980

A Look At Japan's Plans For 1961

Japanese exports to the U. S. will increase again.

Assuming that the American economy starts rolling this fall, Japan's Economic Planning Agency predicted a jump of 9.4% in total exports for fiscal 1961 to \$4.5 billion. (The fiscal year starts April 1 in Japan.)

That means you can count on increased exports of radios, television and appliances. Last year Japanese exports to the U. S. of radios with three or more transistors, tube radios, radio phonographs and recorders and reproducing equipment hit a whopping \$69.5 million (see table above). This represented an 11% increase over fiscal 1959.

And now the Japanese are planning another "normal" increase—

estimated at 10%—in these areas. The general export category "electrical machinery," which includes radios, TV and refrigerators, is scheduled for a 20% increase to \$900 million.

Here's a product rundown on the 1960-61 Japanese record:

Radios with three or more transistors: In 1960, the Japanese exported 4,149,164, worth \$55,042,783, to the U. S.—an increase in unit volume but almost a 5% drop in dollar value although Japan's self-imposed quota system is supposed to provide a steady annual increase of 10%. JEIA's explanation:

- The system worked too efficiently, most manufacturers and importers running out of radios only a few

months after the quota went into effect.

- Manufacturers cut radio production, turned to other products (for example, radio phonographs, tape recorders) which weren't covered by the quota.

- U. S. consumers stopped buying Japanese radios at the pre-Christmas, 1959, rate.

Television: Heavy exports last fall pushed year-end total to 10,347. Some industry sources predict further increases this year as major Japanese companies establish service stations in the U. S.

The latest guess on color TV's arrival is now two years. When it finally comes, experts told McGraw-Hill World News in Tokyo, "Japan

will export color TV at a price below that of the U. S."

Tape recorders: Limited thus far to inexpensive, poor audio quality novelties, tape recorders may take new shape in 1961 because the Japanese government is preparing rigid inspection regulations for June 1 enforcement.

Major manufacturers currently are developing improved versions of transistorized tape recorders which may surpass units now on the market.

"The U. S. should tolerate imports of Japanese electrical products increasing as much as 20% and not fuss about it," explained Jun Nakano, managing director of Japan Federation of Electrical Communications Industry Associations, "because we belong to the free world where trade must be transacted on a free and competitive basis."

TV Forecast: Cloudy Future

CONTINUED FROM PAGE 1

Although January television sales were off from a year ago—30% at retail, 3% for distributors—manufacturers could still be cheerful. And even this early in the year they had an idea that upcoming introductions of the already shaped 1962 lines would further help sales.

Major reason for current industry optimism was summed up by a General Electric spokesman: "Inventory at all levels is considered extremely favorable." At the end of January, retail inventories were estimated at 707,000 (down 121,000 from last year), distributor 592,000 (down 221,000) and factory 402,000 (down 48,000).

Inventories were so low, manufac-

turers pointed out, that any retail movement was creating immediate business for the factory.

Control of production pleased everyone. "It's a lot more orderly, I'm pleased to say, than I expected," said Morris Sobin, president of Olympic.

How the situation adds up: In the first half, factories would build less and sell less than they did in 1960. But sales would not be so far down as production, predicted Ross Siragusa Jr., Admiral Corp. vice president.

And if the economy shows signs of taking off, factories were ready to start cranking out sets immediately. One manufacturer put it this way: "We haven't had a basic change in our chassis for two years. If things pick up, you can bet it won't take any time for us to put new cabinets around our standard chassis and start filling the pipelines."

The long-range outlook? Based on the current economic situation, manufacturers were sticking with estimates of a 6.0-million-unit market for the next couple of years.

"My feeling is that we'll sell 6.0 million this year," explained Benjamin Abrams, president of Emerson. "I see nothing on the horizon to cause a tremendous upsurge this year, the next or the year after."

Faced with a static market, set makers may intensify the race for additional volume, going more for sheer numbers than dollars. No one was willing to talk about their strategy in this situation, but there's the obvious route: Price cutting. Manufacturer after manufacturer warily pointed out the hazards of the situation—profits would be clobbered—and a major roadblock: Rising production costs.

How would this affect pricing on the 1962 lines? Manufacturers now fig-

ure pricing in the new model year will be in line with January's prices (which most regard as sort of an irreducible minimum). You'll probably see the \$159.95-\$169.95 range hold in 19-inch portables, \$199.95 stick for the 23-inch table model and even an increase in console prices.

The 1962 lines are already shaping up. Most manufacturers have completed plans for the line and are starting to sign equipment orders.

What will the 1962 lines look like? Basically, 1962 models will get a big face lifting. There'll be much more emphasis on styling and more wood cabinetry will be available for less money.

Technical talk will be important. Zenith and RCA Victor may have tipped off part of that battle by plugging new tuners at the Winter Markets. The stress on quality will grow and the warranty program will spread.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE



NOW
YOU CAN SELL
NO-FROST
REFRIGERATOR-FREEZERS
AT LOW
PRICE!

***New!* Big 2-door, 13.6 cu. ft., No-Frost RCA WHIRLPOOL refrigerator-freezer...priced for volume sales!**

Here's exactly what so many of your customers want . . . a big No-Frost refrigerator *plus* a big (149-lb. capacity) No-Frost freezer in one value-packed combination priced within the budget limits of Mrs. Average Housewife! But that's not all. This brand-new RCA WHIRLPOOL refrigerator-freezer has Million-Magnet* doors . . . trim styling and flush fit for that built-in look . . . Activated Cold, fan-circulated for proper food preservation . . . jumbo twin

crispers . . . super-storage door . . . glide-out shelves . . . and many more "wanted" features for you to sell. Remember, too, that there are many more top-quality RCA WHIRLPOOL refrigerator-freezers . . . a model and size for every family need, with the step-up features you need to build volume in all price classes. Check with your RCA WHIRLPOOL distributor today and sell the new RCA WHIRLPOOL refrigerator-freezers. *Tmk.

Join up! . . . it's easier to sell
 RCA WHIRLPOOL than sell against it!



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Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
 Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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NEW
FOR 1961
FROM

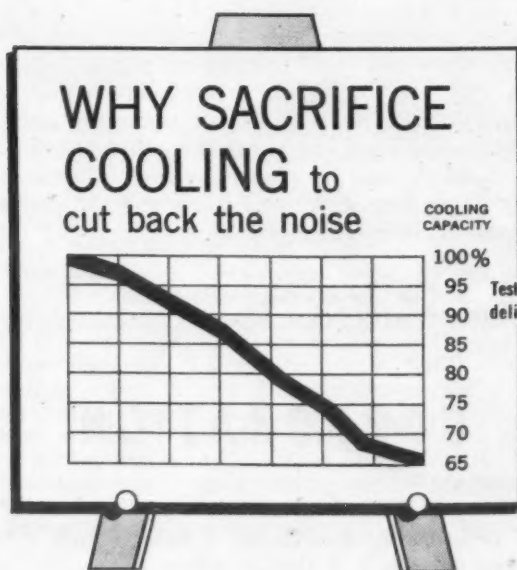
PHILCO

Noiseless

AIR CONDITIONERS

**Quietest
Ever**

with **FULL COOLING CAPACITY**



Quiet operation with full cooling capacity—that's the big difference in the Philco Noiseless Air Conditioner for 1961. Others may talk about quietness . . . BUT when their noise level goes down, their cooling capacity goes down, too! In a Philco, your customers get the quietness they want with the cooling capacity they pay for! That's why a Philco Noiseless is the greatest Air Conditioner value of all time. And the easiest to sell!

Tests show some air conditioners at so-called "quiet" levels deliver as much as 31% less cooling than advertised.

SPECIAL

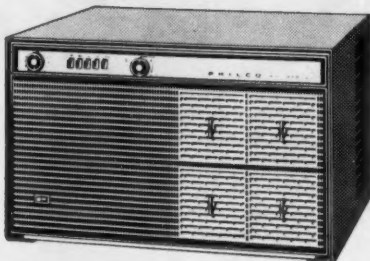
"Only Philco has it!"

**For the Most
in Air Conditioning**

ELECTRICAL MERCHANDISING WEEK

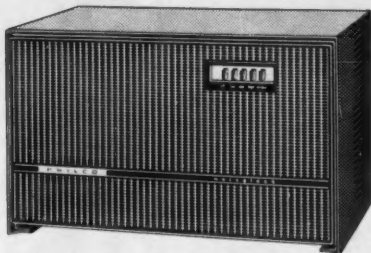
A Philco Model for Every Market

With a range of cooling capacities from 6600 to 22,500 BTUs, Philco for 1961 offers the most complete line ever of high capacity air conditioners. All models are designed to solve almost any installation problem. Concentrate on Philco to get the leader's share of your market.



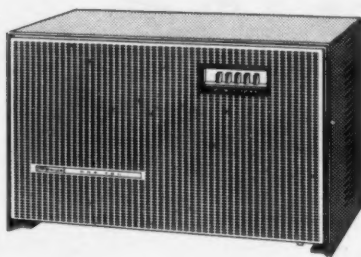
Super-Power Noiseless

All-time leader with 15,000 BTUs. Its super-quiet operation is achieved by Philco advance engineering, that combines newest sound muffling techniques with new silencing of air moving elements. Philco model 15AC142—2 H.P. file drawer chassis.



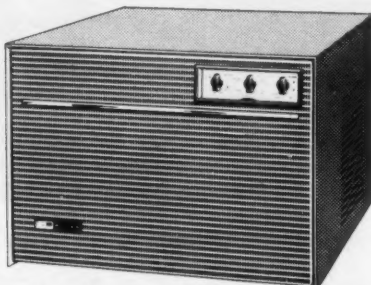
Space-Saver Noiseless

New from Philco—quietest ever! Model 70AC131 with 6600 BTUs, has 115 volt, 7.5 amp. unit—designed to operate on ordinary house current. Also, extra-capacity models that operate on 115 or 230/208 volts. All with new Philco Perma-Quick installation!



Smallest, Lightest 1-Ton Air Conditioner Ever Built

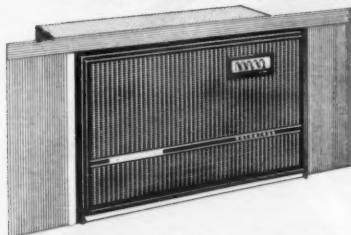
Yes, 34% smaller . . . 26% lighter than previous one-ton Philco air conditioners . . . and amazingly quiet. It's a full one ton (12,000 BTUs), yet compact cabinet is only 15 3/4" deep, 15 3/4" high, 26" wide. Philco Space-Saver model 12AC122.



New! Giant 2 1/2 H.P. Unit

Multi-room unit, designed to air condition up to 2090 sq. ft. of floor area. 22,500 BTUs. Automatic thermostat. Powerful stale air exhaust. Two-speed operation. Adjustable air discharge grille. Famous file drawer chassis—slides out without disturbing installation! Philco model 23AC122. Dimensions: 32 1/2" deep, 19 1/4" high, 27 1/2" wide.

Perma-Quick Installation



New Philco development! Unit housing for chassis locks itself in window—no screws, no drilling! Supports 400 pounds!

Philco has solved the problem of a super-fast, easy integral installation that is safe, and permanent for all seasons. No screws to pull loose! No flimsy plastic side panels! So rugged, the unit outside the window can support 400 pounds. Yes, sensational Perma-Quick Installation is the answer—it comes with every 1961 Philco Space-Saver model.

Just slide in file drawer chassis, after housing is locked in window with side panels in place. You don't have to juggle the air conditioner on the sill, since housing and chassis are separate units. Chassis also slides out at any time, without disturbing installation.

Philco gives you pre-season sales with 99c Life-time Filter Traffic Offer! Plus Sperti Sun Lamp Premium! And for you—a sensational jet flight cruise to Paris—Nice—Rome! See your Philco Distributor now!

Exclusive Quality Features

Along with Noiseless operation—the most wanted feature in air conditioning—Philco for 1961 leads on every count with quality construction and advances that will build repeat business.

Guaranteed BTU Capacity



Others may talk about it, but make no mistake—in a Philco the cooling we say is the cooling you get. No inflated capacities! The rating on every Philco is exactly in accordance with NEMA (National Electrical Manufacturers Association) standards.

Washable Filter



With permanent built-in germicide!

Permanently washable—germicide will not wash out! Show customers there are no glass or metal particles to harm hands. Every Philco has it—and it's easily accessible.

Tilt-Down Front



Show customers how easy it is to remove filter—front tilts down and stays attached—no fumbling with knobs or screws.

Push Button Operation



On even the lowest-priced Philco model! In addition, most models have Automatic Thermostat, fresh air ventilation control, and stale air pump out.

Directional Air Flow



Every 1961 Philco has either rotary-type or 4-way adjustable grilles. They provide full directional control of air-flow for "no-draft" wall-to-wall cooling.

Reverse Cycle Heat Pump

Both Space-Saver and Super-Power Philco models are available with Reverse Cycle Systems that work in reverse in cold weather. It heats as fast as it cools!

Only Philco has the Patented

IONITRON®


AIR CHARGER

Your customers have been reading about the big breakthrough in ion therapy. You can cash in with the IONITRON—guaranteed and proven to restore the balance of negative ions in the air that tests prove bring relief to most sufferers from hay fever and other airborne allergies. It's available for most 1961 Philco air conditioners.

UNIQUE MERCHANDISING DISPLAY—A selling display that pays its way on your floor! Ask your Philco distributor to tell you about this most unique point-of-sale merchandiser.

**Advanced Features
...YOU NEED**

PHILCO®

 Famous for Quality the World Over



What's good for our dealers...is good for General



The General Electric Major Appliance Division—like any manufacturer—is dependent on sales to consumers. These sales are made by our dealers.

Thus, the final, important step in a lengthy process of manufacture and distribution depends on the dealer.

That is why our entire program is planned to help the dealer sell merchandise. If the program doesn't pay off for the dealer—it doesn't pay off for General Electric.

GENERAL ELECTRIC MAJOR APPLIANCES...

1. General Electric Prestige—the oldest and most respected name in the electrical industry. 2. Most Complete Line—with a wide choice of models and prices. 3. The Most-Wanted Features—not gimmicks—but basic product improvements like the 12-lb. load washer and Power-Shower dishwasher, real consumer benefits. 4. Really Effective Advertising—the General Electric Theatre, 12 months of the year—plus important national magazines. 5. Most-Preferred by Women—in a recent independent survey 52.7 per cent of women said that General Electric made the best appliances for the home.

OFFERING THE GENERAL ELECTRIC DEALER...

6. Personal Warranty—completed by the dealer, delivered personally to the purchaser—strengthening the dealer's selling position. 7. Sales Training—a realistic sales-improvement program for all personnel. 8. Complete Finance Service—the General Electric Credit Corporation can cover finance operations for *you* and your customers. 9. Continuous Distributor Cooperation—not just to sell appliances to you, but to help you sell them to your customers. 10. Local Advertising and Promotion—a complete program plus special promotions, display and sales aids.

AND THERE'S LOTS, LOTS MORE—offering faster turnover, fewer markdowns, repeat sales—proving that we truly believe that what is good for the dealer is good for General Electric.

Major Appliance Division, General Electric Company, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Electric

PEOPLE IN THE NEWS



Lewis
of Albion

Albion—William H. Lewis was promoted to advertising and sales promotion manager of the Albion division of McGraw-Edison Co. Lewis had been service manager. He succeeds Robert Marbach who is being transferred to another McGraw-Edison Co. division. P. J. Margherio

was appointed midwestern regional manager. He formerly was Kelvinator regional manager in the St. Louis and Detroit areas.

RCA—Richard W. Hanselman was named manager, product line development—radio and Victrola, in the RCA Sales Corp. He had been a field sales representative.

Welbilt—Maurice Zuckerman was named sales administrator of the room air conditioner division. He had been in an executive capacity in the sales order department.

Frigidaire—Because of the retirement of C. J. Allen, manager of the Kansas City branch, new assignments were announced in the national sales organization. Allen will be succeeded by R. H. Huston, Philadelphia

branch manager; H. M. Cline, Minneapolis branch manager, is transferred to Philadelphia, and J. D. McIllyar was promoted to branch manager in Minneapolis, where he has been city sales manager.

Olympic—Stanley T. Crockett was appointed southeastern regional sales manager of Olympic Radio and Television division of the Siegler Corp.

Admiral—Richard G. Evans was appointed general manager of the Omaha division of the Admiral Sales Corp.

Sylvania—Anthony R. Garcia was named central district distributor sales manager in Chicago. He succeeds Robert L. McNelis who was named east central distributor sales manager, headquartered in Cleveland.

Better Sound Reproduction

NOW BUILT INTO WESTINGHOUSE STEREO PORTABLES

Model 65ACS — beautifully finished stereo portable in silver grey or gold; three stereo speakers

WORLD'S FAVORITE AUTOMATIC RECORD CHANGER

dependable



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trouble-free BSR... lab-tested through over 550,000 consecutive perfect changing cycles!

service-saving BSR... jamproof!... engineered for most quality without complexity!

demonstrable BSR... plays all record sizes intermixed, with superior fidelity... plays 4 speeds, stereophonic and monophonic, automatically or manually... tracks lightly!

ELECTRICAL MERCHANDISING WEEK

VOL. 93

NO. 9

LAURENCE WRAY

EDITOR

TED WEBER

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BOLD ANSWER

Central service gripes aren't heard often in the Los Angeles area among Philco dealers where there's a brand of central service everybody likes. For a first-hand report on this phenomenon please see pages 18-19 of this week's issue.

ELECTRICAL MERCHANDISING WEEK

Spring Value Leaders from PHILCO

Seven
Transistors



Here it is, the palm-size T-77, proud successor to the sensational sellout T-66!

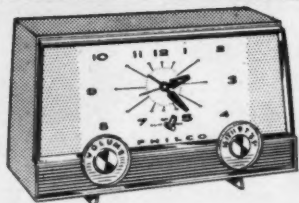
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\$34⁹⁵

- Super Sensitive
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- Plays on flashlight batteries
- Ebony, Aqua or Ivory

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POWER
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BIG-SET SOUND
LONGER BATTERY LIFE

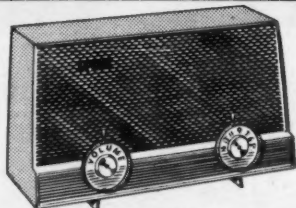


New Clock Radio

PHILCO 777. Most wanted color combination, Ivory and Wedgwood Blue! Full power, 4 tubes plus rectifier.

Priced to sell for
\$19⁹⁵

suggested list



New AC-DC Table Radio

PHILCO 849. Dramatic new beauty and style! Fully-enclosed cabinet in Sky Blue or Beige!

Priced to sell for
\$17⁹⁵

suggested list



3 New Stereo Hi-Fi Phonos

All new styling! 4 speakers! 4 speed changer! 15 watts Peak! Music Power Output* 6 watts! Matches mahogany, walnut or provincial furnishings. SPECIAL Record Library Sales-Closer!

*Measured per EIA Std. RS-234.

Priced to sell from
\$199⁹⁵

suggested list

PHILCO



...because for quality the world loves

EM WEEK

READERS

SAID...

EM WEEK welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

Editor, EM WEEK:

With reference to the "A Dealer Salesman" article on page 22 of the Feb. 13 issue of "Electrical Merchandising Week," may we comment that we are glad to know that this dealer was so ashamed of himself that he did not wish to be identified?

We do hope, however, that he will realize what he has done when his

customer's husband is out of work and she can no longer buy anything—not even a cheap Japanese transistor radio. Maybe her husband does not work in an electronics parts factory. It is possible that he works in an automobile plant. There are a lot of cheap cars imported, too. Possibly he works in the garment industry. Well, Japan and the British Colony of Hong Kong can certainly undersell our American-made goods.

Because the dealer salesman was so greedy, he failed as a salesman. We find that nowadays a real salesman is one who can sell his customers on American-made products. If he cannot arouse a sense of patriotism and a concern for our economy in his customer, then, in our opinion, he's not much of a salesman and he would be better off working in a Japanese factory or store. He will

be the first to yell when he has no customers, so let him continue to sell his cheap Japanese radios. We hope he makes enough money to support himself through a long period of unemployment and no business. If he gets enough of those \$7 profits on each radio, maybe he will have enough to pay his way to Japan—And good riddance.

Hatch Electric Center
Phillip J. Hatch, Manager
Towanda, Pa.

Although Mr. Hatch decries the Dealer Salesman's thesis that you can make money by stepping customers down to Japanese radios because of the profit margin on them, EM WEEK already has received a reader's request for the address of the mythical "Ichibaki" company mentioned in the article.

HOT NEW PROFIT-MAKER!

Soaring Sales, Repeat Orders...tell the *CHARM* Success Story

EASY
INSTALLATION,
NO COMPLICATED
CUT-OUTS

TILT-UP
COOKING TOP

TEM-TROL
AUTOMATIC
BURNER



SIDE-BY-SIDE
EYE-LEVEL
OVENS

ROTISSERIE
IN MEAT OVEN

COMPLETE
COMFORT-ZONE
COOKING

Charm

MAGNIFICENT NEW GAS RANGE BY

ROPER

Write Dept. EMW
for full details on
this revolutionary
new gas range

Get on the bandwagon. Take advantage of this revolutionary new trend that's sweeping America. See how consumer excitement... instant acceptance... have already made Roper's *CHARM* the hottest number the industry has seen in years. A really big profit opportunity for you.

AVAILABLE NOW!

GEO. D. ROPER SALES CORP., A Subsidiary of Geo. D. Roper Corporation, KANKAKEE, ILLINOIS



NOBODY ELSE... ONLY RCA VICTOR... OFFERS

THE NATION'S NO. 1 BEST-SELLING PHONOGRAPHS

New engineering advances make Total-Sound Stereo the world's most advanced stereo!



Great seller in portables, too! RCA Victor *Total-Sound Stereo* packs the same appeal in *portables* as in *consoles*. Extra-powerful stereo amplifier... three speakers... ceramic pick-up with diamond and synthetic sapphire styli—and other sales-making features!



The best-selling phonographs throughout the land are by RCA Victor. One of the reasons for this leadership, of course, is RCA Victor *Total-Sound Stereo*. Customers are attracted first of all to the magnificent cabinets. Even before they hear *Total-Sound Stereo* they see it—and they like what they see. They like what they hear, too—the richest, fullest tones in stereo today, thanks to new engineering advances. And customers like the versatility of *Total-Sound Stereo* that lets them make whatever furniture arrangement they want to make. Small wonder *Total-Sound Stereo* is so popular!

Coats and suits by George Carmel
Hats by Emme



NOBODY ELSE... ONLY RCA VICTOR... OFFERS

BEST-LOOKING, BEST-SOUNDING RADIOS... from \$14⁹⁵

All types... all sizes... all beautiful... all sellable!



From RCA Victor comes the most beautiful radios you've ever heard. And because they're the most beautiful, they're the most sellable. Flairline-styled table and clock radios—many almost 4 inches thin! Brilliantly designed AM-FM and FM radios, some with AFC. Radios with "Filteramic" antennas that screen out man-made static. Transistor portables, "Pockette" Personals and even a unique transistorized Radio-Clock Barometer! *All* with exclusive RCA Victor "Golden Throat" tone. *All* designed to put a song in any dealer's heart.

Tmk(s)®



The Most Trusted Name in Sound

RADIO CORPORATION OF AMERICA



Pilfer-proof new counter or table display holds as many as 18 transistor radios. Smart way to keep your RCA Victor transistor portables under lock and key—and show them off to best advantage at the same time! Other attractive displays available.

FEBRUARY 27, 1961



DEALERS . . .
SERVICEMEN . . .
CUSTOMERS . . .

They All Like This Kind Of Central Service

It was love at first sight when Philco-Los Angeles created a non-captive central-controlled service that uses neighborhood service agencies, keeps its hands off servicing dealers

One of the nation's most torrid love affairs is going unnoticed by the tabloids. Yet, the romancing started appropriately in the Los Angeles-Hollywood area. It is the relationship established by Philco's factory branch with servicing dealers and service contractors to handle warranty-and-after service for appliances, TV and air conditioners through a "Central-Controlled Service" plan.

The affair has servicing dealers there showing an increased interest in stocking and promoting Philco products; it has 90 service agencies under contract, with scores more on the waiting list; it even has a local, crusading service dealers association publicizing "Philco's bold answer to an old problem." As for Philco—the success of the original controlled service plan in Los Angeles has bred 30 similar programs for distributorships or factory branches across the nation, including Philadelphia, New York, Chicago and Miami.

Behind the courtship is the big difference between "controlled" and "captive" service. In Philco's plan, the distributor or factory branch stays in the driver's seat to guarantee adequate service for its products, and the only "captive" is the customer. In brief, the controlled service plan permits and encourages servicing dealers to handle their own warranty service and to

promote the service end of their businesses—but it also provides customers who buy Philco products from non-servicing dealers with fast and fairly priced warranty service through selected neighborhood service agencies.

This happy arrangement was developed at Philco-Los Angeles by General Service Manager Robert M. Myers and Carl Wilson, Philco district service representative. They developed the plan as an answer to the problems shown Philco in 1954 surveys among customers and dealers in Los Angeles, Philadelphia and New York, plus detailed studies of other manufacturers' factory-owned service organizations. The studies, as interpreted by Philco, showed:

- Most warranty service was slow, costly and poorly done.
- Factory-owned service, when it pleased the customer, was too costly to the manufacturer-distributor.
- Factory-owned service, when more efficient for the manufacturer-distributor, was not satisfactory for the customer.
- Sales through servicing dealers suffered when factory-owned service was imposed.
- Sales through non-servicing dealers suffered unless the manufacturer or distributor provided warranty service.
- Brand name suffered when, because of com-

petition from factory-owned warranty and extended-warranty service, independent service agencies became bitter and talked against the brand.

Service is purchased by the non-servicing dealer. He has no choice. He signs an agreement when he takes the line to have the charges added to the invoices for the merchandise. These charges vary by product and model, but these examples indicate the average: from \$4.75 for a conventional refrigerator for 1-year service, to \$11.50 for 2-year service on the automatic defrost models; \$10.50 for 1-year service on an automatic washer, \$29.50 for installation, demonstration and 1-year service on a Duomatic; \$10 for 1-year service on an air conditioner; \$8.50 for 90-day service on a table or console TV.

Servicing dealers don't pay these charges. For them, a group actively sought by Philco-LA's Manager James Gerrity and his sales department through the competitive features of the CCS compared to other distributors' factory-owned service, every effort is made to make their service of Philco products meet the standards set for the non-merchandising service contractors. Service schools are available at the distributor's, and service representatives make

regular calls on servicing dealers to bring the men up to date or to hold a service school for the staff. As part of Philco's "factory supervised service program" the dealers receive monthly bulletins to help them with both service management and theory.

Service is arranged for the non-servicing dealers by Philco-LA. This is one of the two keys to the success of the central-controlled service plan. The distributor has executed service franchise agreements with 90 independent, non-merchandising, service shops to handle warranty calls for customers in a 4-county, 32,151-square-mile area that is bigger than Maine and has a population greater than Massachusetts. While the area could have been covered through contracts with possibly as few as 10 large service companies, Philco-LA deliberately sought the small, neighborhood serviceman—often one-man operations. "The difference between centrally-dispatched, factory-owned service and our system is the difference between a hired mechanic and an independent businessman," says Service Manager Bob Myers. "We find the independents more conscientious and more dependable. Because they are trained on all brands they are better on ours—there is no substitute for broad experience. No factory service could hire men of the quality of the independent contractor—he makes more money on his own."

The fully franchised service agency must have its personnel attend two service schools at Philco-LA. After the training, the men get uniforms with "Philco Service" and the agency's name on the back, plus a numbered badge which is registered with and remains the property of Philco-LA.

Each agency must carry a minimum stock of parts for current models—mostly functional parts. Because most franchised agencies are specialists—of the 90, 30 handle laundry only, 24 are refrigeration specialists, the rest are TV shops—the parts inventory is not a burden. Helping is Philco's arrangement of having six parts depots spread through the area.

Philco-LA pays each service contractor for each warranty call. At the end of each month the contractor is paid on the basis of \$7.50 for the first hour (with a minimum of \$5.00), plus \$1.25 for each added 15 minutes. For each out of warranty call provided the service agency by Philco-LA, the distributor charges the agency 75¢ (25¢ of this goes toward the advertising Philco places in the service sections of the Yellow Pages, 50¢ helps Philco-LA defray the cost of relaying the call to the agency).

Franchising as a Philco service contractor can be profitable for a neighborhood service shop man. EM Week visited several such contractors. One had received just over \$12,000 from Philco-LA during one year for handling warranty calls. In September, a West Los Angeles agency received \$190 for 29 warranty calls (averaging \$6.55 a call) from which the distributor deducted \$36 for the 48 out of warranty service calls fed to the contractor. Another in Los Angeles received \$292.75 for 42 warranty calls (averaging \$6.97 a call), and paid Philco-LA \$27.75 for the out of warranty calls sent his way.

Leaving it to the service agency to price the warranty call could create "bill padding." To this question, Frank Honeycutt, director of the CCS, told a local publication recently: "We're not worried about that at all. All our paid billing goes through an IBM system. We know what each shop should average, according to its location and the nature and number of calls. Whenever a shop goes above its average cost per call, we find out why in a hurry."

Service is controlled by Philco-LA's service department. How it is done is the second key to the success of the plan.

- Every customer of a non-servicing dealer is registered at the distributorship through a post-card which the dealer fills out and mails after the sale. When that card is received, Philco-LA sends a "Customer Notification Card" which explains the service coverage and its length, plus the phone number of Philco-LA which the customer calls if service is needed.

- Central administration of a service call is cued to the "wheel"—the brain center of the controlled service program, (see illustration).

The lower set of wheel-dex wheels contains a card for every appliance, TV and air conditioner sold by Philco-LA during the item's warranty period, plus the service registration cards for those products for which dealers buy service. The top deck of the wheel contains space for job tickets arranged by contractor. There is space for five operators.

The ingenious wheel was designed by Myers and Wilson, who now have a patent application pending. And Philco-LA has made the device available to other Philco distributors for \$850 (delivered) or \$1,500 (installed).

- An out of warranty call is passed on in the same manner, with a record kept for later billing of the 75¢ handling charge.

Service, both warranty and out of warranty, is guaranteed by Philco. For appliances and air conditioning the guarantee is 30 days on labor, 90 days on parts; for TV, 90 days on both labor and parts.

Under Frank Honeycutt's supervision, each completed service job is followed by the mailing of a "service quality control card" to the customer. On it, the distributor asks the customer to rate the service work as "excellent," "good" or "poor" for the subjects of promptness, attitude of servicemen, neatness of work, appearance of servicemen and office telephone courtesy. About 40% of the cards are returned. On these, Honeycutt grades the job—20 for excel-

lent, 15 for good and nothing for poor. All Philco-LA's service contractors must maintain a rating of at least 90. When a shop's average drops below that figure, Myers visits the proprietor and the servicemen, if any, to analyze the problem. Usually the trouble can be diagnosed and corrected.

The plan is profitable to both distributor and the service agencies. Manager Gerrity points out that Philco-LA is getting its warranty service at a cost of less than 1% of its dollar sales volume—a cost considered by most industry observers there to be considerably less than the cost of any factory-owned central service, and favorable compared to the estimated 2.6% being experienced by one nationwide retail chain which operates its own service shops.

Interviews in Los Angeles show that no small factor in the evaluation of the central-controlled service plan is the favorable atmosphere the idea has created for Philco products among dealers in an area where practically all distributors openly supply discount houses and the mass merchants. With this service plan, Philco is able to keep competitive in these volume outlets, all of which rely on the distributors for warranty service. Yet, to provide service to the volume merchants, Philco-LA has not created a hungry service monster that must devour the business of the servicing dealers to keep its belly full.

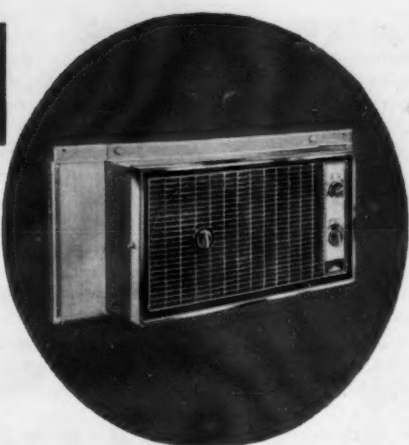


Key to efficient operation of Philco-Los Angeles controlled service program is this "wheel." Bottom part of wheel (just visible at desk-top level) contains warranty cards and registration cards on products for which dealers have purchased service. Top part of wheel contains job tickets for contractors.

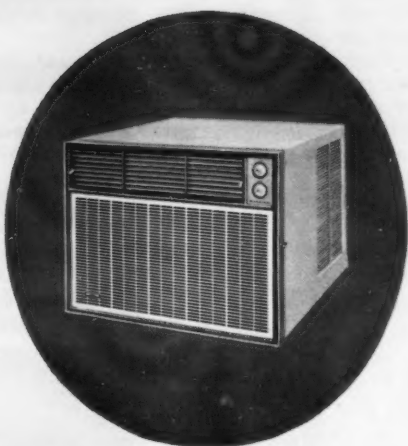
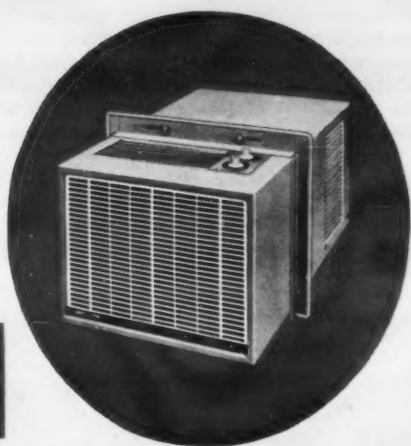
Here's how it works: (1) Call goes to girl at wheel; (2) She makes out job control card, procuring from customer as much information as possible about the problem; (3) She rotates lower deck electrically to locate warranty and registration card, thus learning who sold appliance, state of warranty, length

of service contract; (4) From index on board at her left she determines service agencies handling the area indicated by the customer's telephone exchange; (5) An electric control rotates the top deck of the wheel to bring these contractors' active jobs into view; (6) Prime agency is selected. If it is loaded with work, alternate agency in area is assigned; (7) Job control card is filed with contractor's other orders until job is completed. Then contractor's charges will be entered on it and it will be sent along to accounting; (8) Toward the end of the day each service agency is advised by phone of the calls it must make next day.

STOP!



LOOK!



and liven up your profits with

Amana

ROOM AIR CONDITIONERS

Amana offers quality-built, feature-packed Room Air Conditioners for every type and size of home or small business. 24 models that range from 6,600 BTU to 23,000 BTU capacity for every possible installation: in-the-window, within the window line, thru-the-wall or in-casement windows. All have automatic temperature control. All are

performance-proved for peak circulating, cooling and dehumidifying efficiency. Many available with Amana heat pump to heat as well as cool — automatically! There's a top-quality Amana Room Air Conditioner exactly right for every customer's need! And each one offers you an attractive, full-profit opportunity.

LOOK AT THE
EXTRA FEATURES
Amana OFFERS
AT NO EXTRA COST!

4-WAY PROTECTION AGAINST RUST
In place of cold rolled steel, Amana's fabricated steel parts are made of zinc-coated steel that is first specially treated, then finished with two coats of baked on, special formula Epoxy Resin enamel.

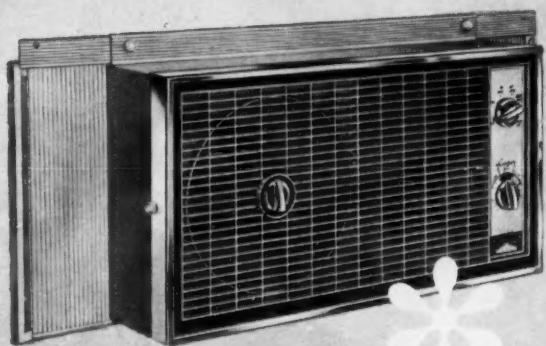
QUIET OPERATION — Exclusive Silent-Aire Turbine, welded construc-

tion, rubber mounted fan motor, spring mounted compressor and heavy Sound Barrier and Styrofoam insulation add to Amana's uniquely quiet operation.

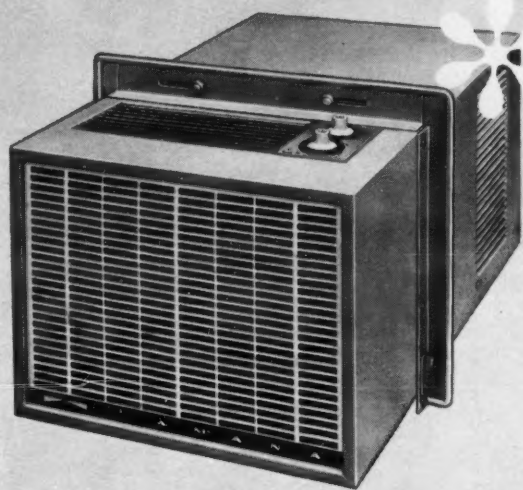
FULL-POWER PERFORMANCE — The oversized cooling coils used are made by Amana to perfectly match the horsepower rating of the com-

pressor giving every Amana greater efficiency and more BTU capacity to increase the amount of cooling.

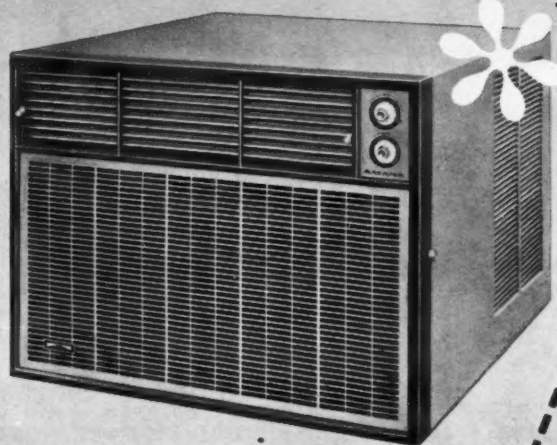
CONVENIENCE — Air Deflector Grill insures complete air circulation. Permanent-type Filter is washable, traps pollen and dust, helps keep house cleaner. Amana units are styled to blend easily into any room.



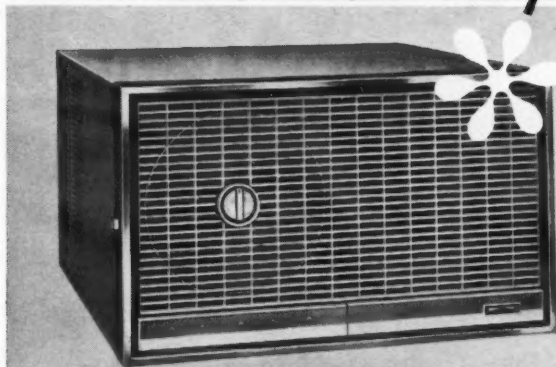
Amana HAS NEW FEATURES, NEW MODELS TO HELP YOU SET A NEW SALES HIGH!



AMANA INSTANT MOUNT—fastest, surest installation. Instant Mount, Amana's exclusive built-in mounting feature, has two adjustable panels that slide out smoothly, easily, to fit any double-hung window from 28 to 40 inches. Instant Mount assures a completely weather-sealed, wind-proof installation—makes unit easy to remove for use in other rooms or for seasonal storage.



AMANA CASEMENT WINDOW AIR CONDITIONER—from carton to cooling without an installation kit! The Amana Casement Window air conditioner comes ready to install without remodeling. Customer simply removes it from carton, slides it in window after glass has been removed and adjusts four thumb screws to lock it in place. Features over-sized cooling coils, thermostatic control and two speed fan for peak cooling performance.



AMANA 23,000 BTU CAPACITY AIR COMMAND, 250 Series—the *single* unit that provides multi-room cooling—more cooling than many "central" air conditioners. "King-size" cooling yet it is exceptionally quiet and fits easily into double-hung windows as small as 28 inches. Ideal for multi-room cooling, apartments, or small businesses.

AMANA YEAR 'ROUND SERIES—cools and heats! The Amana Year 'Round assures all-season comfort automatically. Just set it, forget it! Responds to as little as three degrees change in temperature. Reverses cooling to become an efficient heat pump. Can't "ice up" because it defrosts automatically. Beautifully styled with concealed 7-position selector control.

TAKE ADVANTAGE OF **Amana's** PRE-SEASON PLAN
It's a complete selling and merchandising program, tailor-made for the dealer who wants a big-volume, big-profit room air conditioner business—AND compete in price.

Got the Wanderlust?

Learn how you can enjoy a fabulous luxury vacation in Europe, Mexico, Bermuda—on Amana! Call your Amana distributor—and get all the facts.



Amana's "On Camera" Coast-to-Coast!

Amana pre-sells for you on entire ABC-TV network—sponsoring "CHAMPIONSHIP BRIDGE" with Charles Goren every Sunday afternoon. Consult local paper for time and channel.



Don't Forget!

There's Amana Central System Air Conditioning, too—available also with Amana Heat Pump that automatically heats as well as cools for all-year comfort. Full range of sizes for every home requirement.

Amana®

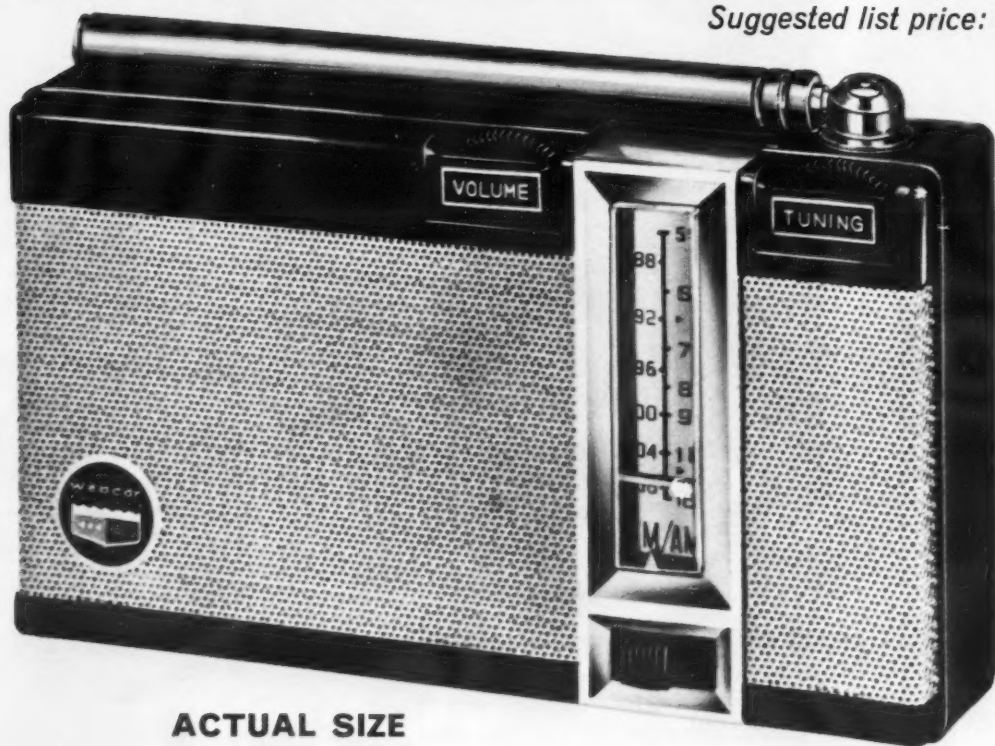
Backed by a century-old tradition of fine craftsmanship

AMANA REFRIGERATION, INC., AMANA 16, IOWA

WEBCOR IS BUILT for big profits on small radios

FM-AM TRANSISTOR RADIO—MODEL 310 Small? Small! This new Webcor transistor radio is not only the smallest FM-AM in the industry, but actually one-quarter the size of the next smallest! Truly, a triumph of miniaturization, for it produces incredibly beautiful sound—with the help of 9 transistors, 5 diodes, 29" telescoping antenna, 2¾ PM dynamic speaker and 9 volt battery. All this in less than a pound! Also included as standard equipment: earphone, battery and leather carrying case.

Suggested list price: \$79.95



ACTUAL SIZE



**ACTUAL
SIZE**

MICRO-350 TRANSCEIVER

Meet the modern walkie-talkie—Webcor's exciting new entry in the fast-growing field of Citizens Band radio. Transistorized down to 13 ounces, this palm-held 100 mw. transmitter-receiver is a natural for sportsmen, hams, industry, local government agencies, and everyone interested in two-way portable communications. No license or technical knowledge required; two simple controls do it all. Nine transistors give it more than a mile thrust; its ten-section telescoping antenna pulls in signals loud and clear. Complete with 9 volt battery in unbreakable Royalite® case.

Suggested list prices: \$99.95, \$189.95 per pair



CALL YOUR WEBCOR DISTRIBUTOR TODAY!

new products

AT THE CHICAGO BUILDERS' SHOW Kitchens Reveal Trends In Interior Design And Convenience



WESTERN-STYLE "CONTESSA" KITCHEN



YOUNGSTOWN KITCHEN IN CHERRYWOOD

COPPES Features Custom-Built Hardwood Cabinets

Homebuilders looking for economical, consumer-desired features that help sell new homes quickly found them available at the recent Home Builders' Show in Chicago, at several exhibits. Here are illustrations of four popular designs:

(Above) Coppes Western-style "Contessa" kitchen in bright orange and fruitwood finish.

(Below) a provincial kitchen in Danish walnut and French blue. The custom-built hardwood cabinets have special hand-rubbed finish. Also by *Coppes, Inc., Nappanee, Ind.*

PROVINCIAL KITCHEN IN DANISH WALNUT



YOUNGSTOWN KITCHENS Features Laminates On Steel

Following today's consumer preference for traditional decor, Youngstown Kitchens featured two additions to the new Woodcharm line, in Honeywood and Cherrywood mar-resistant laminates.

The provincial appearance of the new cabinets has been achieved through the use of raised, traditionally designed beading, and antiqued copper door and drawer pulls, (below). The raised beading or molding gives the cabinet fronts a 3-dimensional effect, which carries out the

traditional styling of provincial design.

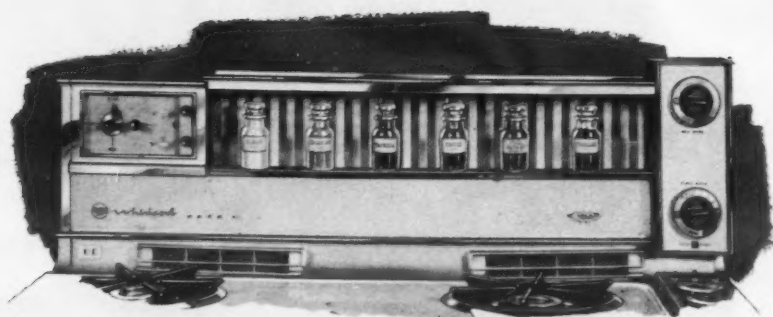
The provincial look is further enhanced by the use of a mar-resistant laminate finish called Honeywood—a medium-colored woodtone. It is highly resistant to the usual marring, scratching and abrasions. (Above) the feeling of warmth and richness of fine woodgrains is brought out in this Cherrywood kitchen. Behind the laminated fronts of both kitchens are steel cabinets by *Youngstown Kitchens, Div. American-Standard, Warren, Ohio.*

YOUNGSTOWN KITCHENS PROVINCIAL KITCHEN



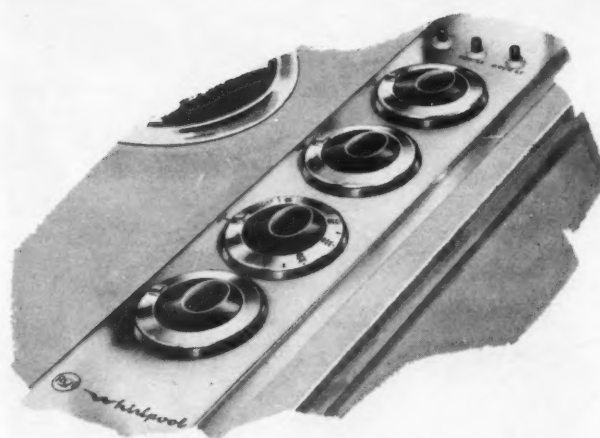
YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

ANNOUNCING...RCA WHIRLPOOL



New! Convenient Gourmet Shelf

Right on top of the range is this convenient shelf with lift-up door that comes complete with apothecary bottles, filled with condiments . . . pepper, herbs and spices. Saves time . . . saves steps . . . ends searching for seasonings while cooking.



New! Counter Control Center

Controls have been moved to top of range, just like a built-in model. Easier to see and operate. Flip-Top units assure exceptional ease in "fine tuning" exact heats. Just touch the top and up it pops, ready to dial.

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

GAS RANGES FOR 1961

A NEW LOOK IN GAS RANGES

plus exclusive features women
understand...make selling
so much easier for you!

Smart, trim, beautiful to look at . . . yet remarkably practical in every respect . . . the exciting RCA WHIRLPOOL gas range line sets a new sales pattern for '61. Cabinet-Mate* design and distinctive architectural styling provide the flush fit and built-in look without built-in cost. But more than that . . . there are so many really NEW features that will attract the fancy of any homemaker! The Balanced-Heat oven with Lo-Temp maintains accurate temperatures all the way from 140° to 550°, and the Bar-B-Kewer® oven with rotisserie or the waist-high broiler does wondrous things to meats. Other exclusives include Roast Sentry*, Roto-Baste*, Ka-Bob*, Automatic Mealtimer* . . . plus "sink-size" broiler pans and lift-off doors to make oven cleaning easier. Range tops include such features as new Spillguard, dual-purpose Trivet Grates, Flame-Rite Center Simmer burners, Burner-with-a-Brain**, lift-up top, removable controls, and others illustrated. There's a model for most every need in 30", 36" and 40" sizes.

*Tmk. **A.G.A. Mark

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!



CORPORATION

ST. JOSEPH, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.



New! Beautiful Built-in Look

New RCA WHIRLPOOL Cabinet-Mate design is counter high and counter deep, with smooth sides and back for snug fit with cabinets . . . providing a built-in look without expensive installation costs.



New! Set-in Gas Range

Modular range (HG3120) sets right in with base cabinets, flush on all sides. Chrome trim completes the built-in appearance. The thinline top, with chrome backguard, is a slim 1½" deep, the same as standard countertops.

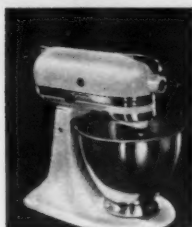


Broader line
for the profit market...

KitchenAid®
QUALITY FOOD PREPARERS

KitchenAid adds a new traffic builder to the "demand" line of electric housewares—the finest made. Write KitchenAid Electric Housewares Div., The Hobart Manufacturing Co., Dept. KEM, Troy, Ohio. In Canada: 175 George Street, Toronto 2.

NEW! Power Portable Mixer has an exclusive power-booster that automatically steps up stirring power as the batter thickens. No mixer slowdowns—just perfect blending and consistent results. No ingredient spraying due to excess stirring speed, either. Every wanted selling feature included.



KitchenAid Counter Mixers—selection of three models—each a complete food preparer. Convenient, easy-to-use attachments chop, shred, slice, juice, even open cans—build bonus sales! KitchenAid planetary action for thorough mixing to bowl edge. Only KitchenAid has models to mix bread and roll doughs to perfection!

KitchenAid.
the dealer's profit appliances

Coffee Mill. Offer customers the fresher, finer flavor of real bean-coffee, custom-ground electrically. No flavor fading! More delicious cups per pound... more customer satisfaction... sales volume.

new products CONTINUED

CHRYSLER AIRTEMP 1961 Room Air Conditioners

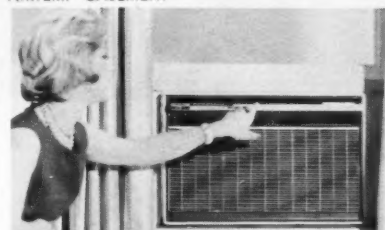
Airtemp announces 20 room air conditioners for 1961 featuring exclusive weather-seal, decorator panel, directional air door and a variety of capacities—6,000 to 28,000 Btus, in 4 series: 3 Imperials, 11 Power Kings, 4 Titans and 2 Casements.

A fast, weather-tight window installation kit with standard-sized cabinet has been designed to fit any standard sash-type window and can be installed in 3 min., flush indoors or out. Designed especially for Imperial and Power King series, the kit is applicable on 14 models with cabinets 23 3/4 in. wide, 15 1/2 in. high. Titan models have a larger capacity, bigger cabinet and their own mounting kits. The 2 Casement models do not require window mounts.

Imperial and Power King models feature an air door that can deflect air flow from 15 to 90 deg. directing it ceiling-ward or straight across the room. Movable louvers in the door permit complete lateral air direction. Air door and new evaporated "squirrel cage" blower allow 50% more air thrust while reducing operating noise. All units have 2-speed fans.

Imperial series feature weather-seal

AIRTEMP CASEMENT



AIRTEMP POWER KING

and decorator front panel with removable gold-colored front; its reverse side can be painted, wallpapered, or covered with fabric to match draperies, upholstery or walls. While unit is operating the panel is pulled out about 2 in. When not in use, it is pushed closed and forms the 2nd stage of weather-seal.

Operating controls on Imperial and Power King series are simplified: control center is located right of the air door and controls are hidden when the door is closed.

Titan series consists of 2 23,000 and 2 2,800 Btu models. The latter 2 can cool up to 1,800 sq. ft.

Casement models permit installation without alteration to windows or frames. Airtemp Div., Chrysler Corp., Dayton 1, Ohio.

REGINA 1961 Floor Conditioner Line

Regina announces a new line of 1961 Elektrikbrooms, a new Elektrik-Mop and a new line of 1961 floor polisher-scrubbers.

Elektrikbroom features more power for the same weight: power speeds are now 17,000 rpm for No. 900; 16,000 rpm for No. 750; and 14,000 rpm, No. 600. Completely restyled by Sundburg-Ferar, the new models retain 1-handed features: 1 hand to lift; 1 hand to operate and 1 hand to empty. They have vinyl guards; swivel action nozzles; high-impact styrene dirt cups. High power, suction, lightweight, they can be used equally well on hard surface floors or carpets, drapes, upholstery or auto interiors. No attachments are necessary.

The new Elektrik-Mop scrubs and vacuum dries floors automatically in 1 continuous operation; can be used on linoleum, asphalt tile, vinyl tile, rubber tile, ceramic tile and masonry. Cleaning solution is poured into the housing, the unit is locked and a foot pedal releases the right amount of cleaning solution needed. After mopping, a mechanical drain-off picks up the liquid solution—no buckets to empty, no dirty water bags. An all-metal water separating system gives clean operation. With an aluminum operating unit, the model also features a power motor with low noise level; balanced design for easy handling; a convenient swivel nozzle for reaching into tight corners. A new type scrubbing detergent, Regina floor cleaner concentrate, comes with every purchase of a Regina floor polisher-scrubber or Elektrik-Mop.

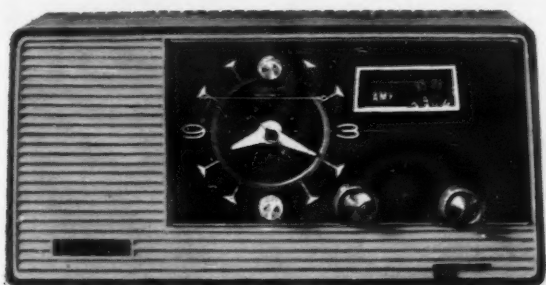
The new line of floor polisher-scrubbers, R-4, R-6, R-2 and R-1, high-



lights the all-metal No. R-4, designed by Sundburg-Ferar for tight corners and under-baseboard cleaning and polishing, featuring an automatic internal dispenser. By means of this mechanism, a fingertip control on handle dispenses the liquid evenly on floor. The liquid wax, detergent or rug cleaning fluid is then internally carried directly to brushes. No. R-1 comes with a broad range of accessories.

Other models in the new Regina line, all with all-metal construction and a full-powered 400w motor, include the R-2 and R-6 finished in chrome with deluxe accessories and equipped with the new built-in automatic internal dispenser.

Prices, from \$29.95 for R-1 floor polisher-scrubber to \$59.95 for R-6. The Regina Corp., Rahway, N. J.



QUALITY

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FM-AM
CLOCK
RADIO
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\$39⁹⁵

*49⁹⁵ RADIO YOU CAN SELL FOR AND MAKE YOUR FULL PROFIT

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GRANCO

Division DUMONT EMERSON CORP., 680 Fifth Ave., N. Y. C.

AMERICA'S LEADING SPECIALIST IN FM



UNIVERSAL "707" Electric Housewares

Four new low price "707" housewares are announced by Universal:

A Coffeematic, hand mixer, buffet skillet and steam and dry iron.

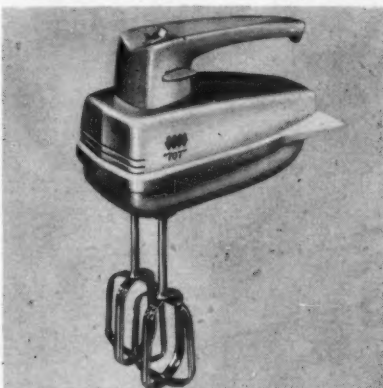
The Coffeematic No. 707P has 4- to 9-cup capacity in silvery aluminum; flavor selector; keep-warm unit; non-drip spout; cold water pump and clear cup markings. The 120v ac element is a 600-50w unit and it carries a full year's unlimited guarantee.

The hand mixer, No. 707MS and 707MW, has an 85w motor. It beats, whips, mixes, blends at stove, counter or table top; 3 speeds provide speeds for every type recipe; beaters eject into dishwasher at touch of release.

Buffet skillet No. 707B is completely immersible; pan broils, simmers, bakes, fries with automatic control and a keep-hot setting; 1000w 120v ac.

Steam and dry iron No. 707I has "fabric match" heats; temperature user selects never works up or drops and provides heat settings for wash 'n wear; all synthetics and blends; 1100w.

Price, Coffeematic, \$14.95; hand mixer, \$12.95; buffet skillet, \$15.95; steam and dry iron, \$11.95. Landers, Frary & Clark, New Britain, Conn.



FRESH'ND-AIRE Announces Freshener-Deodorizer

Fresh'nd-Aire pushbutton electric air freshener-deodorizer, CIP, freshens and deodorizes the air by masking offensive odors and aromas.

It produces negative ions, imparts a clean, fresh feel to air in room; uses the "blue light" Westinghouse ultraviolet lamp and has a high-speed 4-blade fan to circulate the room air.

Can be used in kitchens, living rooms, dens, studios, dining rooms, recreation rooms or offices.

Styled in grey and white it is a table or wall model of high-impact polystyrene with pushbutton on-off switch and an attached cord.

Ultraviolet lamp and its built-in, nylon mesh filter are replaceable and available from local dealers; 115v ac only.

Price, \$19.95, in its own gift display shipper-carton. Cory Corp., 3200 W. Peterson, Chicago 45.



Wantz Kleensteam tap water demineralizer sets are now available in a bubble pack display card No. FS-100B. The unit contains a Waterflo cylinder, a Kleensteam triple guard cartridge in a plastic display bubble, and carries a self-selling message with directions for consumer use. Price, 98¢. Illinois Water Treatment Co., 840 Cedar St., Rockford, Ill.

It's all new! It's Deluxe!

IT'S A PROFIT MAKER

MAGIC-MATIC "15" ALL REFRIGERATOR

1. Superb Custom styling encased in stainless steel.
2. Food need not be covered because of no space taking humida-cold plate.
3. Finger-tip sliding all-aluminum rust-proof food shelves.
4. Refrigerator requires no defrosting... it's completely automatic.
5. Separate glacier cold insulated compartment for jet speed ice cubes.

6. All flush to wall cabinet that is sweat-proof in any climate.
7. Refrigerant cooled compressor. Operates under full load in 110° room temperatures.
8. Sliding built-in fruit compartment.
9. Dual removable egg trays. Dairy bar.

SWITCH TO
MARQUETTE-ZENITH®

"PROTECTED-PROFIT" SELLING

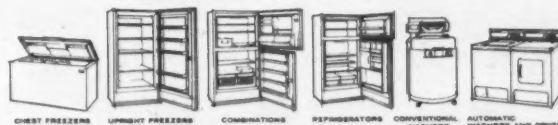
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Warranty Contract

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DELIVERY
IN APRIL**

12,950,000 homes now have freezers and need this new revolutionary appliance. Grocery Stores, Delicatessens, Restaurants, Drive-ins are a ready market. It all adds up to PROFIT-SELLING for you. Ask us to prove it.

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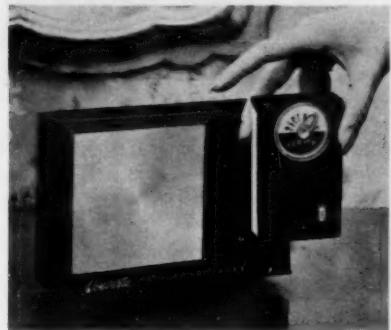
Write or wire for full details - Marquette-Zenith Franchise Division - 307 East Hennepin, Minneapolis 14, Minnesota • Federal 9-9121

new products

CONTINUED

ZENITH Adds Transistor Radios

Zenith announces 4 new additions to their line of American-built, all-



transistor radios, including a 2-in-1 "convertible" shirt-pocket size set.

Convertible Royal 50C plugs into an auxiliary speaker cabinet for full room, table radio tone, or detaches for "on-the-go" entertaining in the home or out of doors. Measures 4 3/8 x 2-11/16 x 1 1/4 in. and is powered by 2 inexpensive penlite batteries. Radio color is charcoal gray and white, and the speaker cabinet is a harmonizing charcoal color. Speaker is 5 3/4 in. high, 7 3/4 in. wide and 3 in. deep. Manufacturer's suggested retail price is \$44.95, less batteries.

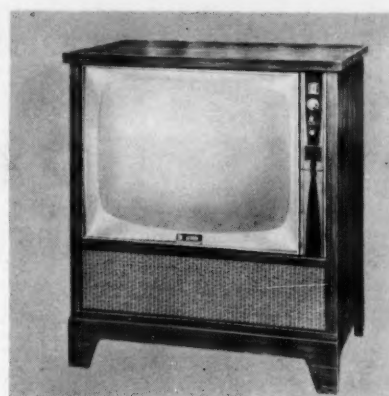
Royal 150 pocket radio has a vernier dial which provides easier, "on station" tuning; richer, fuller tone at all volume levels. Wavemagnet antenna receives strong, clear signals. Radio has a compact pebble-grain finished case in pastel green, beige, charcoal gray or white with a gold

color metallic grille. Complete with tilt stand, suggested price is \$34.95, less batteries.

Royal 675 LG and Royal 710 LG, portable transistor radios with top carry handle, are designed as "power packages." Both play in autos, trains and planes. Other features are precision, vernier tuning, special feed-back type circuitry and Class B push-pull amplifier.

Royal 710, 500mw undistorted audio output, gives clean, crisp tone quality at high volume levels. 6 "C"-type batteries power the 710; the 675 uses 4. Royal 675 comes in russet brown and Royal 710 in chocolate brown with a scuff- and wear-resistant Perma-wear case and chromium-plated grille.

Price for the 710 is \$59.95 and \$49.95 for the 675. **Zenith Sales Corp.**, 6001 W. Dickens Ave., Chicago 39.



DUMONT TV Sets

DuMont has added 4 new TV sets to its 1961 Collection Series. One, Andersen, is a 27-in. low-boy console; and the other 3, Glendale, Westbrook, and Lynwood, are 23-in. models.

All are equipped with DuMont "700" transformer-powered chassis featuring 20,000v picture power; Perma-Tune and custom hand wiring. **Andersen** has a viewing area of 425 sq. in., 4-speaker hi-fi sound system, custom-crafted cabinet of certified hardwood. It is also available with transistorized wireless remote control.

Glendale and Lynwood are styled on contemporary lines.

Westbrook is traditional. All have 23-in. bonded-shield picture tubes, transformer-powered chassis, and custom-crafted hardwood cabinets in oiled walnut, blond and regular mahogany.

Prices, Andersen \$450.00; with remote control, \$550.00. Glendale, Westbrook and Lynwood range from \$299.00 to \$550.00. **DuMont Div.**, DuMont-Emerson Corp., Jersey City 2, N. J.



"We sold 30 Color Sets in one week with one ad!"

Says RCA VICTOR Color TV Dealer

ELMER Y. JOHNSON, SR.

Johnson Brothers, Baltimore, Maryland

"Since we first started selling RCA Victor Color TV in 1954, Color sales have increased every year—and 1961 already promises to be no exception! Much of this sales success is due, we feel, to the ever growing customer interest in Color TV.

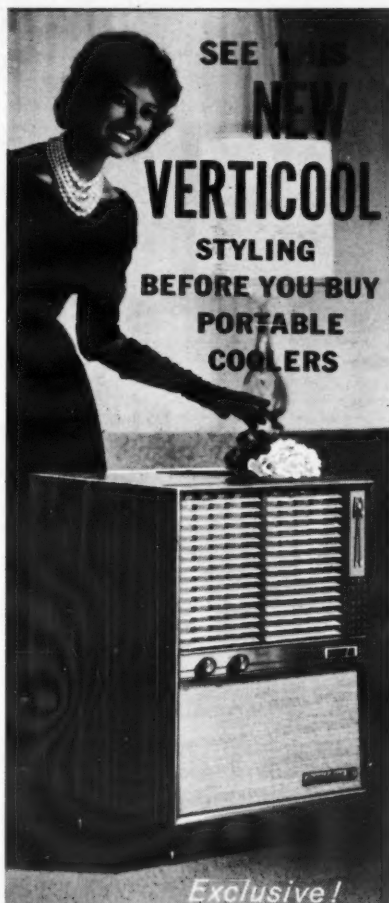
"Here in Baltimore, we make this interest pay off by promoting Color whenever we can. Our fleet of five service trucks all carry Color billboards, and we've had especially good luck with newspaper advertising. One ad we ran recently sold 30 Color TV sets in one week!

"Over the years, the two selling points that have worked best for us in ads have been big trade-in allowances—up to \$200—and straightforward information on Color TV servicing. We offer 'same day' servicing—24 hours a day, and it has sold a lot of sets for us!"—*Elmer Y. Johnson, Sr., Johnson Brothers, Baltimore, Maryland.*

Put RCA VICTOR Color in your TV profit picture!



The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA



Exclusive!

TravelAire

The greatest name in

PORTABLE AIR COOLERS

METALAIR PRODUCTS DIVISION

McGraw-Edison Company

P. O. Box 1712
Phoenix, Arizona



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This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING WEEK assumes no responsibility for errors or omissions.



CASWELL SPEARE PUBLISHER

DALE R. BAUER ADVERTISING SALES MANAGER

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ATLANTA: Raymond K. Burnet, 1375 Peachtree St., N.E., Atlanta 9, Ga., (Atlanta) 875-0523.

CHICAGO: Robert J. Scannell, Edward J. Brennan, Bruce Tepaske (HGDB), 520 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.

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FEBRUARY 27, 1961

HOW'S BUSINESS?

Here's the answer for 26 key markets which cover 15% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

Dec. 1960 vs. Dec. 1959	00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-Washers	Room Air Conditioners	TV
12 Mos. 1960 vs. 12 Mos. 1959	00									
IN THE EAST										
United Illuminating Co.	-15	-10	-4	+28	-17	-11	+11	-32	-8	
N. Y. State Elec. & Gas Corp.	+24	+30	+18	-6	-6	-12	+24	+83	*	
Jersey Central Power & Light	+1	+3	0	-29	-20	-9	+27	-28	-10	
New Jersey Power & Light Co.	+10	+26	+5	-11	+1	+7	+50	-13	+10	
Philadelphia Elec. Assoc.	-12	+115	-11	+75	+10	+30	+14	-36	-4	
Pennsylvania Elect. Co.	+5	+28	+4	-18	-4	+13	+26	-20	0	
West Penn Power Co.	-10	-24	+11	-33	-24	-28	+12	-44	-18	
	-8	-10	-5	+5	-11	-11	+16	-28	-6	
	-7	+6	+10	+7	-18	-21	+20	-35	-19	
	-4	+6	0	+2	-7	0	+9	-30	0	
IN THE MIDWEST										
Dayton Power & Light Co.	-10	-20	-8	+7	-21	-14	+14	-58	-14	
Central Illinois Public Service	-9	+7	-4	-13	-9	-19	+16	-46	-13	
Kansas Gas & Electric Co.	+1	-11	-16	-28	-24	-30	+20	+5	-7	
Kansas Power & Light Co.	-5	-10	-13	-13	-16	-23	+10	-14	-6	
Nebraska-Iowa Elec. Council	-13	0	-17	+11	+3	+24	+17	+81	-9	
	-5	+2	-11	+18	-7	-6	-9	-16	-10	
	+10	-5	-8	-40	-7	+21	*	-37	+4	
	+4	+1	-5	-8	-7	-6	*	-15	-4	
	+9	+19	-1	-4	+30	+39	+7	-21	-26	
	-3	0	+3	-30	+3	+12	-27	-22	-2	
IN THE SOUTH										
Chattanooga Elec. Power Bd.	+4	-57	-11	-13	-7	-12	-29	-20	+5	
Nashville Elec. Service	-2	-13	-10	-13	-10	-8	+8	-13	-1	
Florida Power & Light Co.	+14	-11	+4	-13	*	-11	*	*	*	
Florida Power Corp.	+3	+3	-3	-1	*	-5	*	*	*	
Tampa Electric Co.	-37	-30	-40	+43	-9	-9	-3	-14	-45	
	+5	+2	-14	-7	-13	-2	+10	-9	-6	
	+5	+88	-23	-34	+13	+26	0	-70	+4	
	-3	+19	-16	-19	-1	+9	+17	-10	0	
	-24	-15	-21	-5	-20	-18	+4	-69	+1	
	-9	+14	-18	+3	-4	-11	+6	-3	-4	
IN THE SOUTHWEST										
Dallas Power & Light Co.	-11	-32	+22	*	+14	+68	+32	-88	-29	
Gulf States Utilities Co.	-13	+17	+8	*	+12	+42	-13	-54	-12	
El Paso Electric Co.	*	*	-6	+19	*	0	*	*	*	
Southwestern Electric Power	+31	-14	-24	+12	*	-3	*	*	*	
New Orleans Public Service	-18	-24	-25	-32	*	+38	+21	-84	+4	
	-8	-8	-34	-38	*	-2	+16	+2	-13	
	-1	-7	-8	-23	+5	-19	-8	-57	-8	
	-1	-7	-34	+16	-6	-2	-16	+2	-1	
	0	-7	-8	-20	-6	-2	-16	+2	-1	
				+8	-7	0	-16	+3	-1	
IN THE WEST										
Idaho Power Co.	-13	-23	-13	+10	-30	-5	*	*	*	
Pacific Gas & Electric Co.	-16	-18	-10	-6	-15	-4	*	*	*	
Pacific Power & Light Co.	+5	-15	+14	-11	0	+9	+17	-27	+14	
Washington Water Power Co.	+6	-1	+11	+3	0	+1	+5	+13	+6	
	-8	-10	-5	+2	-8	+3	-5	-24	-18	
	-12	-10	-7	+6	-10	-9	+18	-20	-11	
	-39	-28	-44	-22	-34	-50	0	+27	+22	
	-19	-18	-14	-3	-27	-29	+28	+18	-14	
NATIONAL										
Dec. 1960 vs. Dec. 1959	-11	-6	-9	+7	-7	-3	+10	-37	-8	
12 Mos. 1960 vs. 12 Mos. 1959	-2	0	-2	-7	-7	-3	+10	-16	-2	

0 = No Change
* = Not Available

How 1960 Figures Drooped

Final retail sales figures from reporting utilities last week underscored findings previously published in EM WEEK's Statistical Issue (Jan. 23) on the slump in appliance-TV business last year.

Major appliance retail sales continued off in December. Just one appliance, the dishwasher, finished the year on the plus side, according to the reports of the 26 leading utilities listed above. The EM WEEK survey, which covers almost 8 million residential customers in 17 states, showed how far 1960 was off. Even the final quarter, which many deal-

ers had hoped would be the saver period, didn't measure up to expectations. In the final three months, only two appliances made headway and one of these (freezers) just managed to finish the year even with 1959.

Many dealers took the attitude that it could have been worse and pointed hopefully at the few individual gains they made. But one fact became all too clear: The consumer just wasn't spending her money on appliances. Look at the record. Water heaters and washers were off every month from January through De-

cember. Dryers failed to register a sales gain from July through the year's end. Television, which started the year on a hopeful note by being up 6%, began slipping in June and finished 1960 down 2%. The story was much the same with refrigerators. They started declining in August and wound up off 2%. Air conditioners, though, were the year's biggest loser, according to the utilities' reports. Up 17% in January and 5% in May, air conditioners in the rest of the year failed to generate enough sales power to bring them up to the 1959 totals.

Statistically, the first quarter was the biggest, undoubtedly a carryover from the 1959 banner year.

HEADLINE

TO DELIVER TRAFFIC BONANZA FOR

CORONET *Spectacular* on YORK "Balanced Cooling"

BIG 8-PAGE SMASH
IN MAY

Backed by Complete Merchandising Program

Reprints of the 8-page May ad, complete with a Coronet cover, are available for mailing to every prospect in your community. A special counter display will offer the reprints to store traffic. Other reprints can be effectively used in window display.

2-COLOR PAGE IN APRIL

PLUS

★ FILMED TV SPOTS
★ RADIO SPOTS ★ OUTDOOR BILLBOARDS

76th YEAR

in air conditioning
and refrigeration
...the longest run
of them all!

YORK



PROMOTIONS

YORK AIR CONDITIONING DEALERS!

YORK \$130,000⁰⁰ "Spirit of '76" CONTEST

ADVERTISED IN MAGAZINES, SUPPLEMENTS, NEWSPAPERS



- ★ Over 1800 Prizes! ★ Easy to Enter!
- ★ All 23,547,000 Readers Directed to YORK Dealers for Entry Blanks ★ PRIZES FOR DEALERS, TOO!



Real promotional fireworks to launch your '61 sales offensive on York Room Air Conditioners. Accents YORK's 76th Anniversary. Big-ticket prizes will pour in the traffic. Contestants will not only be asking for entry blanks, but also for a demonstration of York "Balanced Cooling." Then they will write in '76 words or less why this new kind of air conditioning is best for their family. Compelling window banners and direct mail pieces will tie in your store with the heavy national and local ads.

YORK

ROOM AIR CONDITIONERS

SEE YOUR YORK DISTRIBUTOR FOR TOP BONANZA in '61

- TOP PERFORMANCE BONANZA!** Assured by comprehensive testing of every unit.
- TOP VARIETY BONANZA!** An all-star cast of room units to meet every demand.
- TOP PROFIT BONANZA!** You sell at a competitive price...enjoy higher mark-ups, too.
- TOP FRANCHISE BONANZA!** You're backed all the way by products and promotions that build sales.

YORK CORPORATION, SUBSIDIARY OF BORG-WARNER CORPORATION
SOUTH GRANTLEY ROAD, YORK, PENNSYLVANIA

YOUR personal BUSINESS

Now they've thought up a magazine to help you retire "successfully." Starting next month, "Fifty Plus" will be published monthly by Plus Publications, Inc., 2017 Massachusetts Ave. N.W., Washington, D. C. Cost: \$4 a year.

▲ ▲ ▲

Since the April 17 tax deadline is drawing uncomfortably close, here's another "Your Personal Business" round-up of information that might save you some money on your tax return.

Can you recoup part of your bad debt losses through tax deductions? Depends to whom you lent the money. If your loan was a business one, it is fully deductible. But non-business loans that go bad must be treated as short-term capital losses. Only relief available to you in that case is to apply the short-term loss against your capital gains.

If you invest in mutual funds, you aren't taxed at the same rate on all your dividends. That's why it's important to distinguish between the three basic types of dividends you get from your mutual fund investments. Check your funds annual statement; it will tell you what percentage of your receipts fits into each of the following categories:

- (1) Ordinary dividends, which are fully taxed, but entitled to dividend exclusion and credit.
- (2) Capital gain dividends, which are taxed at low capital gain rates.
- (3) Return of capital proceeds, which are not taxable.

If you employ your son (or daughter) in your business, how do you handle his salary on your tax return? Same way you handle other wages. You get a deduction for it—plus the exemption you get for supporting him if he is under 19 or a student of any age.

If you pay your child less than \$600, and he has no other income, he doesn't have to file a return. But he may want to file one to get a refund of any taxes withheld on his pay.

You can save money on taxes by keeping your weight and blood pressure down. Sound implausible? Here's how it works. At least one life insurance company now will insure you at a preferred premium rate if you are moderately underweight and have low or normal blood pressure. Under this policy, savings might run over \$100 a year on \$25,000 coverage.

The premiums you pay on life insurance are personal expenses. They're not deductible, so their cost comes out of your after-tax income. Any premium reduction results in an after-tax saving.

Need help in puzzling through your business tax return? You can't beat a good lawyer or tax adviser. But just to prime yourself for the fray, you might be interested in checking the 1961 edition of the "Tax Guide for Small Business," prepared by the Internal Revenue Service. It's available from your local IRS office. Or order it from the Superintendent of Documents, Government Printing Office, Washington 25, D.C. (40 cents).

If you sell your home, there's a way to avoid paying taxes on the income from the sale. Simply buy another house costing the same or more within a year after or before the sale.

▲ ▲ ▲

Embarrassed about admitting that you enjoy your son's electric trains more than he does? Don't be. The "Wall Street Journal" reports that more and more adults are buying toys and games for their own use. Current adult favorites include Monopoly, Parchesi, Scrabble, newer games like Tactics or Management, plastic model kits, trains, wood-burning sets, finger paints and ever-popular stuffed (the bigger the better) animals.



"How about 5 glorious days in Iceland for the sales winners?"

BROCKWELL SAYS



Problem Jobs: How Time Can Be Saved On Them

Every appliance repairman gets his share of problem jobs—those stubborn appliance failures which do not respond to routine treatment.

Most industry experts will agree, I believe, that about the quickest way to dispose of such stumblers is to heed the advice of this old saw: "Two heads are better than one, even if one of them is cabbage."

That advice can be followed by a serviceman without fear of losing face—if he is one of a crew. For even if his telephone call to his supervisor for help is overheard by the customer, she will almost invariably presume that the repairman has simply come upon a two-man job.

But for most of the experienced dealer-servicemen who work singlehandedly, as so many of them do, the thought of having to leave a job and return to it later in the company of a service counselor (who courtesy demands be introduced without pretext) is about as dismal a prospect as an appointment with the dentist to have two tight teeth pulled from gums unnumbed by Novocain.

What some dealer-repairmen overlook, though, is that it isn't always necessary to summon the service counselor to the scene. In a great many cases, an experienced repairman can get the help he needs by discussing the problem with his service counselor over the telephone. If a fellow doesn't want to risk having his call overheard, he can make some excuse to leave the job for about 20 minutes and use a public telephone for his call.

Usually, however, an experienced mechanic is slow to seek even that kind of help. And if it's painful for a seasoned repairman to admit he's stumped, to admit it too late can be even more painful—literally. Here's one example:

An experienced dealer-serviceman told me recently how he struggled too long trying to disassemble the blower in a clothes dryer. It appeared to him, at the time, that considerable force would be needed for one step of the job. Then, as the tools were strained excessively, something slipped and cut the serviceman's right hand so severely he had to leave the job long enough to have the injury stitched. Before returning to the assignment, he telephoned his service counselor for suggestions. The service counselor's pointers enabled that serviceman to do in 15 minutes, after he returned to the job, what he had failed to accomplish unaided in an hour and a quarter.

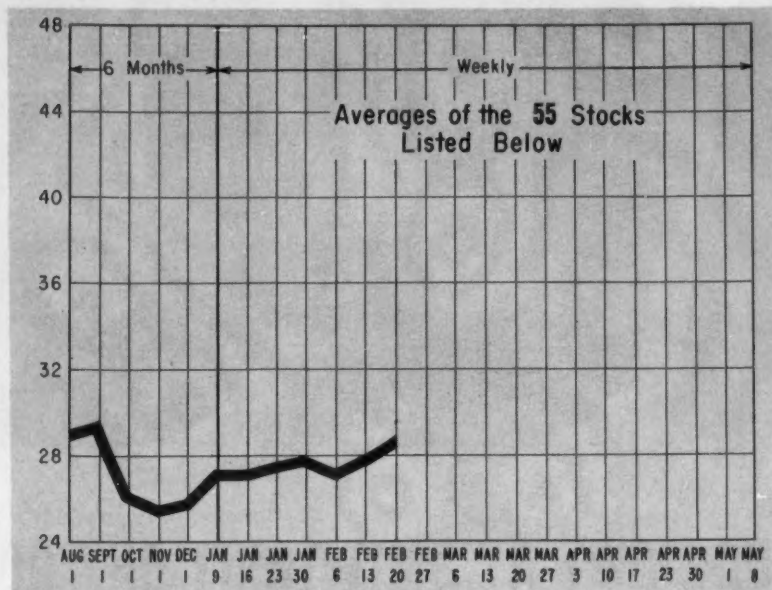
So if your serviceman appears to get more than his share of time-consuming snafus—that is, if their frequency and time loss seem out of proportion to his training and experience—have a talk with him, for it could be that he wrestles too long with some of his snags before deciding to seek help.

For such a chat, these points deserve emphasis: Stick-to-itiveness is, to be sure, a laudable trait in anyone. But an appliance serviceman has to be coldly practical, too. Labor costs, no matter who's paying, must be kept within reasonable bounds; which means a repairman cannot afford to give much time to "experimental" servicing. The fellow who calls for help promptly when he's faced with a stumper is not giving up too easily; he's adding to his stature as a professional repairman, for he'll be better able to deal with a similar challenge unaided in the future.

ABOUT THE AUTHOR—P. T. Brockwell's name is a familiar one to the readers of EM WEEK. His articles on effective service management have earned him a wide following among appliance dealers and his two series of articles on repairing both major and small appliances have been reprinted by the McGraw-Hill Book Co.

TAKING STOCK

A quick look at the way in which the stocks of 55 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1960		Close Feb. 13	Close Feb. 20*	Net Change
	High	Low			
NEW YORK EXCHANGE					
Admiral	23 7/8	10	13 1/8	13 1/2	+ 3/8
American Motors 1.20	29 1/2	16 1/2	17	18 1/8	+ 1 1/8
Arvin Ind. 1	27 1/2	16 3/4	21 3/4	24 1/4	+ 2 1/2
Borg Warner 2	48 1/2	31 7/8	36	37 3/8	+ 1 3/8
Carrier 1.60	41 3/4	23 3/8	37 3/4	39 3/8	+ 1 5/8
CBS 1.40B	45 1/4	34 3/8	37	39 3/8	+ 2 3/8
Chrysler 1A	71 7/8	37 3/8	41 1/2	44 3/4	+ 3 1/4
Decca Records 1.20	39 3/4	17 3/8	33 3/4	33 3/4	+ 1/8
Emerson Electric 1B	66 1/2	33	63 5/8	64 3/4	+ 1 1/8
Emerson Radio .37T	22 3/8	11 1/8	13 3/8	13 1/4	+ 1/8
Fedders 1B	20 3/8	15 3/8	17 3/8	19 3/8	+ 2
General Dy. 1	53 3/8	33 1/2	42 1/4	43	+ 3/4
General Elec. 2	99 7/8	61 1/8	63 1/2	65 3/8	+ 1 3/8
General Motors 2	55 3/8	40 1/4	42 1/8	43 3/8	+ 1 1/2
General Tel & El .76*	34 3/8	24 3/4	28 1/4	28 1/4	—
Hoffman Elec.	30 3/4	15	19 1/8	21	+ 1 1/8
Hupp Corp. .25F	13 1/4	6 3/4	9 1/2	10 1/4	+ 3/4
Magnavox 1	61 3/8	31 3/4	57 3/8	60 3/4	+ 3 3/8
Maytag 2A	44 1/2	31	40	43	+ 3
McGraw-Edison 1.40	45 3/4	28	35	36 1/4	+ 1 1/4
Minn. M&M .60	88	60	77 1/8	78 1/2	+ 1 3/8
Montgomery Ward 1	55 3/8	25 1/2	28 3/8	32 3/8	+ 3 3/4
Monarch .04	19 3/8	11 3/4	16	16 1/4	+ 1/4
Motor Wheel 1	23 1/4	11	12 3/4	13 1/4	+ 1/2
Motorola 1	98	60 1/2	77 1/2	83	+ 5 1/2
Murray Corp.	29 1/8	24 3/8	28 1/2	28	— 1/2
Norris-Thermador	22 3/8	17 1/4	18 1/2	18 1/4	— 1/4
Philco	38 1/4	16	20 3/4	22 1/8	+ 1 3/8
RCA 1B	78 3/8	46 1/2	55	53 3/8	— 1 3/8
Raytheon 2.37T	53 3/8	30 1/4	36	37 3/8	+ 1 3/8
Rheem	28 3/8	12	17	18	+ 1
Ronson .60	16 3/8	9 3/4	15 1/4	15 3/8	+ 5/8
Roper GD	24 1/4	14 1/8	22 1/2	23	+ 1/2
Schick	16 3/4	7 3/4	10 5/8	10 1/4	— 3/8
Siegler Corp. .40B	43	23 3/8	30 3/8	30 3/8	—
Smith A. O. 1.60A	53 3/8	29 3/4	33 3/8	32 1/4	— 3/8
Sunbeam 1.40A	64 1/2	48 1/2	53	50 1/2	— 2 1/2
Welbilt .10E	7 7/8	4	4 7/8	5 1/4	+ 3/8
Westinghouse 1.20	65	40 3/8	43	44 3/8	+ 1 3/8
Whirlpool 1.40	34 3/8	22	30	31 3/8	+ 1 3/8
Zenith 1.60A	129 3/8	89 1/8	106	105	— 1
AMERICAN EXCHANGE					
Casco Pd. .35E	10 1/4	6 3/4	10 1/4	10 1/4	—
Century Electric	9 3/8	5 3/4	7 1/2	7 1/2	—
Ironrite .25T	10 1/2	5 1/2	6	7	+ 1
Lynch Corp. 87T	15	8 1/4	10	9 3/4	— 1/4
Muntz TV	6 1/2	3 1/2	4 3/8	4 1/4	— 1/8
National Presto .60	18 1/2	10 5/8	16 3/8	18 1/4	+ 1 3/8
Nat. Un. Elec. (Eureka)	3 3/8	1 3/4	2 1/4	2 1/2	+ 1/4
Pentron	6 1/4	2 1/2	5 3/4	5 3/4	—
Proctor-Silex	9 3/8	5 3/8	3 1/2	3 1/2	—
Republic Trans.	6 1/4	3 3/8	4 3/4	5 3/8	+ 3/8
Telectro Ind.	21 3/8	11 1/8	13 3/8	13 3/4	— 1/8
MIDWEST EXCHANGE+					
Knapp-Monarch	—	—	5 3/8	5 3/8	—
Travler Radio	—	—	6 3/4	6 3/4	—
Webcor	—	—	10 1/2	10 1/2	—

*Prices listed are from 1:30 ticker.
+Prices quoted are for Feb. 13.

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: With the recession an acknowledged fact and with domestic business news anything but encouraging, it surprised many experts along Wall Street to see the market acting so vigorously. By mid-day on Feb. 20 most issues were on the upswing. The 55 key stocks reflected the positive situation and the

average rose a healthy 3/8 pt. How long the market will continue its advance is anyone's guess. But one thing seems fairly certain: The market cannot continue to rise for very long in the face of the current economic decline. Experts, though, are glad the recession is "out in the open"—recognition leading to alleviation.

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES				
appliance-radio-TV index (1957 = 100)	107	108	125	14.4% down* (Sept. 1960 vs. Sept. 1959)
RETAIL SALES				
total (\$ billions)	17.7	18.0	18.1	2.2% down (Jan. 1961 vs. Jan. 1960)
APPLIANCE-RADIO-TV STORE SALES				
(\$ millions)	308	302	333	7.5% down (Dec. 1960 vs. Dec. 1959)
CONSUMER DEBT + +				
owed to appliance-radio-TV dealers (\$ millions)	292	288	310	5.8% down (Dec. 1960 vs. Dec. 1959)
FAILURES				
of appliance-radio-TV dealers	29	38	31	6.4% down (Jan. 1961 vs. Jan. 1960)
HOUSING STARTS				
(thousands)	72.0	72.5	96.0	25.0% down (Jan. 1961 vs. Jan. 1960)
AUTO OUTPUT				
(thousands)	91.6**	100.6**	153.2**	40.2% down
PERSONAL CONSUMPTION EXPENDITURES				
for furniture-household equipment (\$ billions)	18.0+	18.3+	19.2+	6.3% down (4th qtr. 1960 vs. 4th qtr. 1959)
DISPOSABLE INCOME				
annual rate (\$ billions)	358.1+	357.5+	342.4+	4.6% up (4th qtr. 1960 vs. 4th qtr. 1959)
CONSUMER SAVINGS				
annual rate (\$ billions)	27.2+	29.2+	22.8+	19.3% up (4th qtr. 1960 vs. 4th qtr. 1959)
EMPLOYMENT				
(thousands)	64,452	66,009	64,020	0.7% up (Jan. 1961 vs. Jan. 1960)

*New index being used. Federal Reserve Bulletin, September, 1960 (seasonally adjusted).
**Figures are for week ending Feb. 11, 1961, and preceding week (revised).
+Figures are for quarters.
++Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
AIR CONDITIONERS, Room.....	Dec.	61,500	47,600	+29.20
	12 Mos.	1,521,300	1,660,300	- 8.37
DISHWASHERS	Dec.	49,800	65,100	-23.50
	12 Mos.	559,500	547,300	+ 2.23
DRYERS, Clothes, Electric.....	Dec.	80,090	86,529	- 7.44
	12 Mos.	807,140	905,192	-10.83
Gas.....	Dec.	38,616	48,104	-19.72
	12 Mos.	430,827	476,583	- 9.60
FOOD WASTE DISPOSERS	Dec.	50,000	77,600	-35.57
	12 Mos.	725,500	788,600	- 8.00
FREEZERS	Dec.	66,800	63,200	+ 5.70
	12 Mos.	1,084,000	1,205,400	-10.04
PHONOGRAPH SHIPMENTS	Dec.	419,066	562,318	-25.48
	12 Mos.	4,523,385	4,303,617	+ 5.11
RADIO PRODUCTION	Week Feb. 10*	185,130	217,695	-14.96
(excludes auto)	6 Weeks*	1,039,417	1,147,447	- 9.41
RADIO RETAIL SALES	Dec.	2,378,853	1,755,027	+35.55
	12 Mos.	10,705,128	8,897,451	+20.32
TELEVISION PRODUCTION	Week Feb. 10*	110,410	130,542	-15.42
	6 Weeks*	583,231	793,484	-26.50
TELEVISION RETAIL SALES	Dec.	768,140	701,705	+ 9.47
	12 Mos.	5,945,045	5,748,676	+ 3.42
REFRIGERATORS	Dec.	253,000	282,600	-10.47
	12 Mos.	3,406,000	3,785,000	-10.01
RANGES, Electric, Standard.....	Dec.	62,200	79,800	-22.06
	12 Mos.	**843,800	933,800	- 9.64
Built-in.....	Dec.	51,300	67,700	-24.22
	12 Mos.***	668,700	753,000	-11.20
RANGES, Gas, Standard.....	Dec.	93,200	126,700	-26.44
	12 Mos.	1,474,200	1,657,300	-11.05
Built-in.....	Dec.	24,400	30,400	-19.74
	12 Mos.	341,600	355,000	- 3.77
VACUUM CLEANERS	Dec.	254,631	293,818	-13.34
	12 Mos.	3,313,226	3,420,830	- 3.15
WASHERS, Automatic & Semi-Auto	Dec.	180,139	215,338	-16.35
	12 Mos.	2,562,183	2,934,073	-12.67
Wringer & Spinner.....	Dec.	43,392	48,898	-11.26
	12 Mos.	712,028	899,303	-20.82
WASHER-DRYER COMBINATIONS	Dec.	9,286	14,341	-35.25
	12 Mos.	151,111	196,175	-22.97
WATER HEATERS,	Dec.	47,300	43,900	+ 7.74
Electric (Storage).....	12 Mos.	668,500	782,900	-14.61
WATER HEATERS, Gas (Storage).....	Dec.	181,400	192,900	- 5.96
	12 Mos.	2,661,500	2,953,600	- 9.89

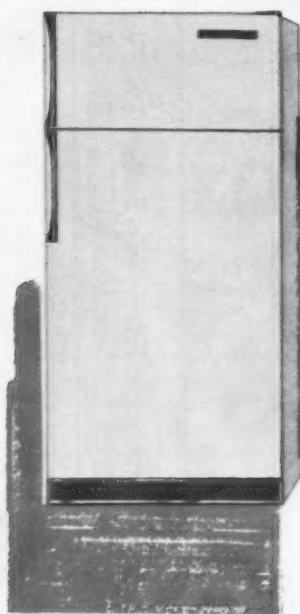
*1961 vs. 1960
**Includes revised Jan. and Nov. 1960
***Includes revised Nov. 1960

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

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THE CAPACITY, SIZE, FEATURES AND PRICE THEY WANT!**

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